AUGUST 13, 1951

BROADCASTING TELECASTING

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DETROIT

the biggest thing in tv

is **WOR-tv**

channel **9** in New York

why? ... because one WOR-tv announcement sold $3,000.00 worth of watches.

... because WOR-tv is now carrying the only two local mystery shows in New York that are attracting hundreds of thousands of tv viewers.

WOR-tv is in many instances the greatest buy at less cost per dollar spent than any independent tv station in the area of Greater-New York.

... ask a few WOR-tv sponsors such as —

Philip Morris Co., Ltd.
O'Cedar Corp.
P. Lorillard Co.
Lever Brothers
Liebmann Breweries Inc.
Hoffman Beverage Co.
Curtiss Candy Co.
Willys-Overland Distributors Inc.
Tide Water Associated Oil Co.
F. & M. Schaefer Brewing Co.
N. Y. Telephone Co.

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20TH year

The Newsweekly of Radio and Television.

$7.00 Annually
15 cents weekly

A WLS LEADER

Here is a leader for Fall Sales Results..

"BOB ATCHER PRESENTS"

— The highest rated afternoon participating program originating in Chicago!

For Fall and Winter sales in the Midwest, WLS suggests "BOB ATCHER PRESENTS," a daily, 1:30-2:30 p.m. new and successful idea in afternoon programming. The combination of top WLS talent and a pre-tested, time-proven formula has won audiences throughout the entire Midwest.

Each 15-minute segment of "BOB ATCHER PRESENTS" averages a 3.2 rating — the highest of any Chicago originated participating program. Over a period of a week each 15-minute segment is heard in 792,500 radio homes!

This hour-long, live-talent "BOB ATCHER PRESENTS" program has *proven* its afternoon leadership. Featured on each day's program is a cast of WLS National Barn Dance favorites, headed by Bob Atcher, the Midwest's favorite cowboy entertainer. There are tailor-made audience builders — music to please all tastes — brief news and weather summaries — comedy — listener participation... all wrapped together for profitable radio with increasing listenership. And

INCREASED AUDIENCE MEANS INCREASED VALUE FOR INCREASED SALES RESULTS!

See Your Blair Man Today!

Source: A. C. Nielsen Chicago Station Area Report — April, 1951. Last full report prior to time change.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

WHK

CLEVELAND

TAKES PRIDE

IN

Announcing

THE

APPOINTMENT

OF

HEADLEY-REED COMPANY

NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO
PHILADELPHIA • DETROIT • NEW ORLEANS • HOLLYWOOD

AS

NATIONAL SALES REPRESENTATIVES

EFFECTIVE SEPTEMBER 1ST 1951

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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BROADCASTING TELECASTING

...at deadline

Closed Circuit

WITH UNINTEGRATION of CBS into autonomous Radio and TV divisions, present headquarters of network at 485 Madison will house TV Division and parent corporation. CBS Radio Division to move this fall to new seven-story air-conditioned building on 52d St. near Madison, now being completed. Target date is Oct. 1.

SALE OF Radio Station WOW Inc. (WOW-AM-TV) to Meredith for $2,525,000, announced last Wednesday (see story page 25) was not sale to highest bidder. Transaction was all cash, whereas higher bid was not. Reason: View that installment transaction might be caught in increased capital gains tax over present 25% limitation. Assurances already given by Congressional leadership that increased taxes won't be retroactive.

FCC HAS CRACKED whip on its legal staff on ABC-United Paramount merger. It has asked for prompt drafting of hearing issues, whereas staff had estimated several weeks would be required simply to review papers. Action likely within ten days with possibility of consolidating merger application with overall motion picture proceeding (see page 23).

MAXWELL HOUSE instant coffee, through Benton & Bowles, New York, planning to use five, ten and 15-minute news programs on spot basis starting Sept. 1, continuing through end of year.

HOSTILITY of organized baseball to widespread play-by-play pickups shows signs of subsiding, with major and minor interests now agreeable to joint discussions with NARTB. Outcome likely to be formation of cooperative committee to promote mutual welfare.

ALTHOUGH ratification of NARBA Treaty, on distribution of broadcast channels among North American nations, is moribund in Senate Foreign Relations Committee, Mexico has indicated interest in negotiating informally so it might become party to treaty. This developed last week during conferences in Washington of delegation headed by Miguel Pereyra, Mexican director general of telecommunications (see story page 38). U.S., Cuba, Canada, Dominican Republic and Bahamas already are parties to agreement with Haiti having indicated general acceptance but seeking clarification.

PHARMACO Inc., Newark (Feen-A-Mint), using 75 Keystone Network stations and 75 other radio outlets for 32-week radio spot announcement campaign to start Sept. 4. Duane Jones, New York, is agency.

ORGANIZED educator efforts to raid TV spectrum space due for scrutiny at upcoming NARTB district meetings. Tipoff seen in Illinois Broadcasters Assn. protest against use of tax funds for proposed university station, forerunner of state school network.

ONE OF NATION'S leading universities, outraged over eyewash on educational television,

(Continued on page 98)

Upcoming

Aug. 20: BMI Clinic, Harrisburg, Pa.
Aug. 21: BMI Clinic, Columbus, Ohio.
Aug. 22: BMI Clinic, Roanoke, Va.
Aug. 23-24: NARTB District 4 Meeting, Hotel Roanoke, Roanoke, Va.
Aug. 23-25: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

(More Upcomings on page 95)

Bulletins

IN-THE-SHOP study that may turn into big boon for radio is being conducted by major advertising agency. Compton Adv., New York, is analyzing number of research techniques but paying special attention to ARBI, whose point of sale measurements have repeatedly demonstrated radio's ability to out-pull newspapers.

NTSC COLOR PROGRESS SHOWN AT LABORATORIES

PROGRESS being made by all-industry National Television System Committee toward development of compatible TV color system was shown last week to members of NTSC advisory panel headed by A. V. Loughren, research vice president of Hazeltine Labs, and to delegation of top FCC engineers.

FCC engineers were "impressed" with what they saw demonstrated by GE in Syracuse, Hazeltine in Little Neck, N. Y.; RCA in Princeton and Philco in Morrisville, N. J., agreed that industry system was a "considerable improvement" over that shown during sometime-heated color hearings in 1949-50. They were loath to express more concrete opinion of what they saw, on grounds they were just observers, being "educated."

Reporting for NTSC panel, David B. Smith, Philco engineering vice president, said last Friday that while satisfactory progress toward a compatible system was indicated, last week's demonstrations were merely first of routine engineering tests to continue through autumn. FCC, he said, has been invited to sit in on all future sessions as it did last week.

Industry committee has said it hoped to have compatible system ready for FCC consideration by end of year, following establishment of numerical values and period of extensive field testing.

ECA LAUDS RADIO

U. S. Radio networks and stations have devoted approximately $3½ million in time to keep public informed about government's Marshall Plan aid to Europe, Wallace Gade, radio director of Economic Cooperation Adm., said Friday at ECA luncheon in New York honoring four radio networks. Mr. Gade presented awards to ABC, CBS, MBS and NBC for public service efforts in connection with Marshall Plan. Other awards set for some 500 radio stations, American Federation of Musicians, and American Federation of Radio Artists.

Business Briefly

PEPSODENT SPOTS ● Pepsodent tooth paste planning to allocate almost its entire television and radio budget to saturation-type spot announcement campaign, with starting date around Oct. 1. Agency, McCann-Erickson New York.

BORDEN TEST ● Borden's Instant Coffee New York, planning 13-week radio spot announcement test in Dallas and Fort Worth starting Oct. 1. Agency, Doherty, Clifford & Shenfield, New York.

FORD SERIES ● Ford Dealers Adv. Fund setting up seven-week campaign to start Aug. 27 in St. Paul-Minneapolis. Agency, J. Walter Thompson Co., New York.

RINSO SPOT CAMPAIGN ● Lever Brothers New York (Rinso), on Sept. 10 to start seven weeks spot announcement radio schedule on Eastern Seaboard through Ruthrauff & Ryan New York.

GROVE SHARING ● Grove Labs., St. Louis to share alternate-week sponsorship of *Live Like a Millionaire* with General Mills on CBS Fri., 9-9:30 p.m. (CDT). Starting date tentatively set Sept. 21. Grove agency, Gardner Adv. St. Louis.

PARTIES, NETWORKS DISCUSS CONVENTION SPONSORSHIP

UNPRECEDENTED joint meeting of representatives of both Republican and Democratic National Committees with representatives of all radio and TV networks called Wednesday (Aug. 15) in Washington to discuss pros and cons of sponsorship of national political conventions next year.

Conference will not result in decision on sponsorship of either broadcast or telecast. Decision will rest with respective chairmen of national committees and their arrangements groups.

Meeting called after several representatives of networks had raised question about sponsorship plans. Sitting in for Democratic Committee at closed sessions will be Fred Van Devander, publicity director, and Ken Fry, radio-TV director; for GOP, William Mylander, publicity director, and Ed Ingle, radio-TV chief.

While no formal announcement was made, it was understood sessions would be purely exploratory and that probably other meetings will be held.

CAMELS MIDNIGHT VIDEO

IN 11-12 midnight time NBC-TV is turning back to its affiliates [CLOSED CIRCUIT, Aug. 6]. R. J. Reynolds, Winston-Salem (Camel cigarettes), is buying three hour-long periods per week on at least nine stations, effective Aug. 27. Camels will start with presentation of old movies in this time period. Cities already contracted for, through William Esty, New York (agency for Camels), are New York, Philadelphia, Baltimore, Washington, Norfolk and Chicago, and three other cities are expected to be cleared by starting time.

"about Peter Platypus . . ."

With this and many other fascinating stories of childhood, Mrs. Paul Bowermaster of the Lancaster Free Public Library thrills thousands of children Thursday afternoons at 5:15. During this show, the library-book stories are enlivened by slides of illustrations taken from the books. Frequently, too, Librarian Ernest Doershuch appears on the show to explain to children and adults how the Public Library can be used and enjoyed. The mail pull has been gratifying. In addition, another result has been the greatly increased attendance at the Library story-telling hour every Saturday morning, since the inception of the program.

With this, and other community service programs, WGAL-TV strives to broaden, enrich and enliven the daily lives of the people who live in the communities it serves.

WGAL·TV

LANCASTER, PENNA.

A STEINMAN STATION • Clair R. McCollough, Pres.

NBC TV Affiliate

WGAL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles

POWER HOUSE

CLUB 1300, WFBR's great daytime audience show, has the highest Hooper of any radio show in Baltimore one hour or more in length.*

This is it! The show that does everything, that always plays to a full house, that has broken records year after year, that attracts visitors in such droves that tickets are gone months in advance! This is the #1 radio buy in Baltimore — far and away the leader in its time bracket—or practically any other bracket! CLUB 1300 is a *must* in Baltimore!

Other WFBR-built shows are making history, too! Ask about *Morning in Maryland*, *Shoppin' Fun*, *Melody Ballroom*, *Every Woman's Hour*, and others!

*May, 1951, Hooper report.

FABULOUS RESULTS:

VEGETABLES

A spot advertiser on CLUB 1300 tried a coupon write-in offer. Three announcements brought 9,000 replies!

TICKETS

CLUB 1300's m.c. made one announcement that there were a few tickets available for Monday broadcasts. Three days later, he dug out from under requests for 125,000 tickets!

CANCER DRIVE

We took CLUB 1300 to a local theatre for one broadcast. Ticket holders—(no big donations) paid over $1600.00 to American Cancer Society to see the regular show! (No big names, either!)

FOOD SHOW

Biggest crowd in Baltimore Food Show history came to see one broadcast of CLUB 1300.

. . and others too numerous to mention.

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22. *PLaza 5-8355:* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1951 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

MOST SPONSORED . . .

More advertising dollars are spent on KFRE than on any other Central California station.

You are in good company on KFRE. Seasoned advertisers, local and national, select it again and again. They value its sales power.

Dominant throughout this richest of agricultural areas, KFRE delivers more potential customers at a lower cost per thousand than any other media in the market.

Ask Avery-Knodel.

PAUL BARTLETT, *President*

KFRE

940 KC ★ CBS ★ 50,000 WATTS ★ FRESNO

We've pulled the big switch...

Now KCBS is ten times more powerful! Already the leading station, the most listened-to station in the San Francisco Bay Area—first in local programming and first in over-all share of audience*...

Now—with 50,000 watts at 740 and a brand-new transmitter at a strategically-located new site—KCBS is throwing a powerful, clear signal throughout virtually all of Northern California... reaching 9 out of 10 Northern Californians and delivering many thousands more customers for you.

Remember, Columbia-owned KCBS is

...now 50,000 watts!

Ask us or Radio Sales to show you what KCBS' switch from San Francisco's leading station to Northern California's leading station can mean to you.

*Pulse of San Francisco

KCBS: now ten times more powerful!

BEFORE YOU DECIDE ON YOUR FALL SCHEDULE

in the **DETROIT** *Area*

See How Much **MORE** *You Get Using*

CKLW

with its **50,000** *watts!*

If your product needs more sales and more dealers . . . if you want to look at a climbing sales chart in the productive Detroit area, use CKLW—your sales message will get the power of 50,000 watts day and night . . . a middle-of-the-dial frequency at 800 KC! And, since we're constantly AGAINST the high cost of selling, you get this complete coverage at the lowest rate of ANY major station in this market.

GUARDIAN BLDG. • DETROIT 26, MICH.

J. E. Campeau, President

Adam J. Young, Jr. Inc., National Representative

50,000 WATTS - 800 KC - MUTUAL

new business

Spot • • •

NATIONAL BISCUIT CO., N. Y. (Milkbone Dog Food), through McCann-Erickson, N. Y., preparing radio spot announcement campaign using day and night chain breaks for 17 weeks effective Sept. 1 in six markets.

AMUROL PRODUCTS Inc., Chicago, for Amurol Tooth Powder, name Jones Frankel Agency, same city, to handle its consumer advertising. Frankel previously directed only trade advertising, on which most of a budget was spent. Account, which has used lot of spot TV, is expected to buy broadcast media. Amurol is starting distribution of Amurol Ammoniated Chewing Gum, claimed to prevent tooth decay.

CITATION HAT Co., Chicago, will promote its fall campaign with radio spots outside Chicago for first time next month in Indianapolis, Detroit, Cleveland and Minneapolis-St. Paul. TV spot is used in Chicago. Agency: Jones Frankel, same city.

M. J. HOLLOWAY Co., Chicago, for Milk Duds and Holloway Suckers using TV for first time with limited spot schedule in Chicago, Milwaukee and Pittsburgh for 26 weeks from Aug. 14. Agency: George H. Hartman, Chicago.

BARNEY'S CLOTHING STORE, N. Y., planning to increase its radio advertising expenditures by 20% this fall, by addition of spots and 15 minute program on all New York City independent stations. Firm is also considering TV in New York.

Network • • •

RALSTON PURINA Co., St. Louis, for various products, will sponsor *Space Patrol* on ABC-AM-TV in fall. Show will be broadcast on Sat. from 9:30 to 10 a.m. CST from Oct. 6 on radio, and on alternate Sundays 3:30 to 4 p.m. CDT from Sept. 9 on television. Contracts are for 2 weeks. Both shows originate in Hollywood. Agency: Gardner Adv. St. Louis.

NATIONAL BISCUIT Co., N. Y. (Milk Bone), to sponsor *Bob Green News* on full Don Lee Network of 45 stations Tues., Thurs., 8:15-8:3 a.m. (PDST) for 13 weeks starting Sept. 4. Agency: McCann-Erickson Inc., N. Y. GENERAL FOODS Corp., N. Y. (Instant Maxwell House Coffee), will sponsor program on alternate days, Mon., Wed., Fri., in same time slot, for 26 weeks starting Sept. 17. Agency: Benton & Bowles Inc., N. Y.

FARMERS' INSURANCE Group, L. A., renews sponsorship of *Song of Liberty* Aug. 28 on full Don Lee Network (45 stations) plus Arizona Network Tues., 8-8:30 p.m. (PDST). Contract for 52 weeks. Agency: Bishop & Assoc. Inc., L. A.

RCA-VICTOR, Camden, N. J., August 8 started *Meredith Willson's Music Room* on NBC Wed., 7:30-8:30 p.m. (PDT). Contract for 1 weeks. Agency: J. Walter Thompson Co., N. Y.

MARS Inc., Chicago, to sponsor Art Linkletter's *People Are Funny* alternate Tues., 7 to 7:30 p.m. CDT on CBS from Oct. 9. Milky Ways and Forever Yours candy bars will be advertised. TV will be used for other Mars products. Snickers and Three Musketeers bars will be advertised on NBC-TV's *Howdy Doody*, of which Mars will buy the Mon., 4:45 to 5 p.m. segment, and that on Wed. from 4:30 to 4:45 p.m. starting Sept. 5. Agency: Leo Burnett, Chicago.

CHEVROLET Motor Div. and Chevrolet Dealers slated to sponsor broadcast of running of their annual All-American Soap Box Derby, at Akron yesterday (Sunday), over CBS Radio, 4:30-4:45 p.m. Agency: Campbell-Ewald, Detroit.

U. S. ARMY and U. S. AIR FORCE to sponsor Bill Stern's *Sports*

(Continued on page 15)

WE REPEAT – A STORY of LEADERSHIP*

*
Last year, a leading Tulsa Advertising Agency made a study of the EFFECTIVENESS of Radio in the TULSA MARKET. The survey disclosed some startling facts! On the basis of that survey, KTUL issued the "Story of Leadership."

Now, a year later, KTUL is proud to REPEAT THE STORY!

Just add the TULSA COUNTY picture (pointed up here) to the entire KTUL coverage, with its increases in every county—the answer, in GREAT BIG CAPITAL LETTERS: — KTUL, TODAY, IS STILL A BIGGER BUY THAN EVER BEFORE!

The Radio Business — like all others—is CONTROLLED BY THE SAME RISING COSTS OF OPERATION.

There is NO VALID REASON why radio advertising dollars—alone of all business dollars — should REMAIN CONSTANT!

EVEN SO — KTUL, today, COSTS YOU NO MORE (even less).

A Story of Leadership

WHEN TULSA HAD ONLY THREE RADIO STATIONS
December 1943 through April 1944 HOOPER REPORT Showed:

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-min. Cost (Maximum discount)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	26.2	2,264	$24.50	$10.82
Afternoon 12:00-6:00 p.m.	17.4	1,932	$24.50	$12.68
Evening 6:00-10:00 p.m.	26.7	5,832	$49.00	$ 8.40

Today

TULSA HAS 6 AM RADIO, 1 TV AND 3 FM RADIO STATIONS
(Figures from Current January 1951 through April 1951 HOOPER REPORT)

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-min. Cost (Maximum discount)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	22.9	3,621	$28.00	$7.73
Afternoon 12:00-6:00 p.m.	18.3	2,936	$28.00	$9.54
Evening 6:00-10:00 p.m.	30.7	6,630	$56.00	$8.45

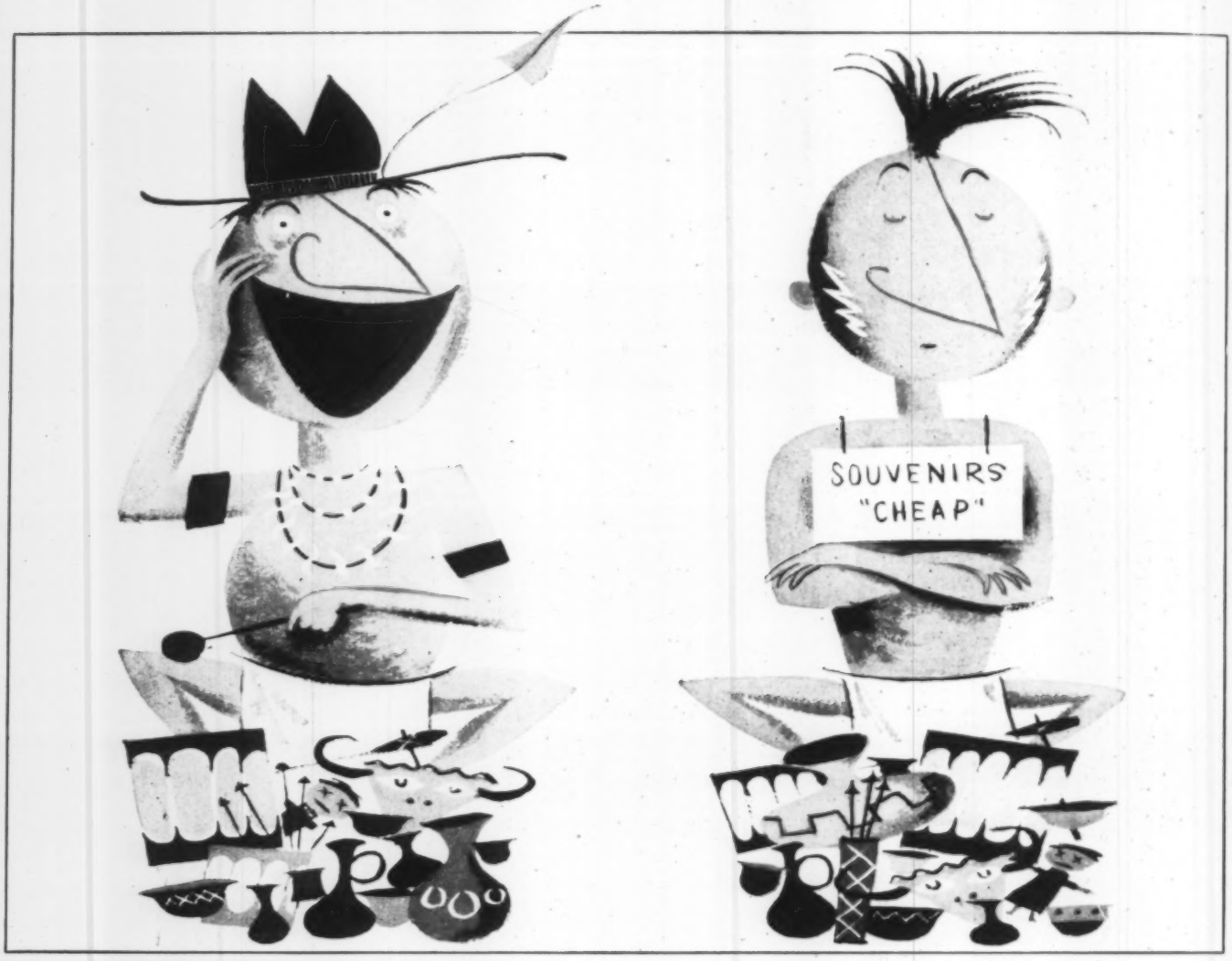
(The above are TULSA COUNTY figures ONLY.
Add the entire KTUL coverage for the FULL STORY)

KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*

Eastern Oklahoma's *only* CBS Station

Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City.

PEOPLE sell better



OPEN MOUTH, TELLUM STORY...

When you want to close a sale with a tough customer, you don't send a printed page. You send a man. And when that salesman gets there, he doesn't hold up a sign urging the prospect to buy. He opens his mouth and he talks.

Newspapers are a wonderful advertising medium—we use them ourselves. So are magazines. But the strongest sales message ever printed doesn't have the conviction of the same message delivered by a good salesman. And what is the closest thing to personal selling that you can get in any truly national advertising medium?

You know the answer. It's radio.

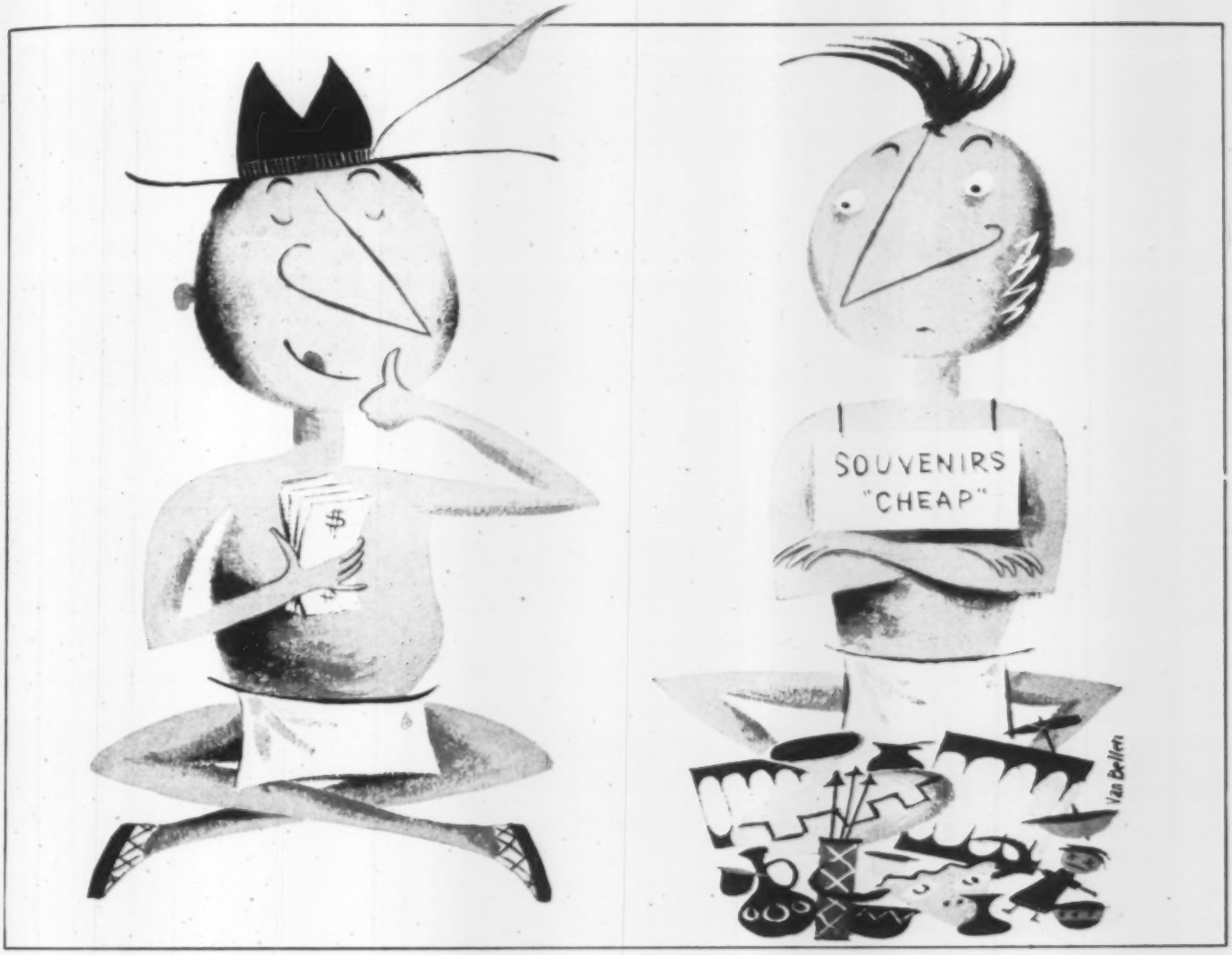
People sell on television, too, but television reaches only 3 out of every 10 families—compared to radio's 19 out of 20. Only with radio can human salesmen sell to a really national audience.

With a half hour evening show on network radio this fall, you can talk—yes, talk—to 2¾ million more people than you would reach with a black and white page in *Life* . . . And it'll cost you 95¢ less per thousand.

With that same show, you can talk—yes, talk—to 1 million more people than you would reach with a black and white page in *This Week* . . . And it'll cost you $1.11 less per thousand.

The money you spend for that fall show will sell—as only the voice can—to 8,289,000 peo-

than paper



. . . NOT BE LEFT WITH INVENTORY

ple . . . The same investment in newspapers will reach only 3,696,000.

You know that 95% of America listens to the radio. But did you know that they listen more . . . 13 million man-hours more every week . . . than in pre-television 1946?

To get a man-sized share of that audience, NBC radio now offers a plan with which you can use the human voice to reach twice as many people in the evening hours as the average evening television show . . . At considerably less cost.*

Above all, remember . . .

People sell better than paper. The voice is more persuasive than ink. You don't win an election by holding up printed speeches—and you can't expect printed salesmen to sell as well as human beings.

Like a demonstration? Just ask us for it. We'll be only too pleased to send around the complete story—delivered not by printed matter but by human beings.

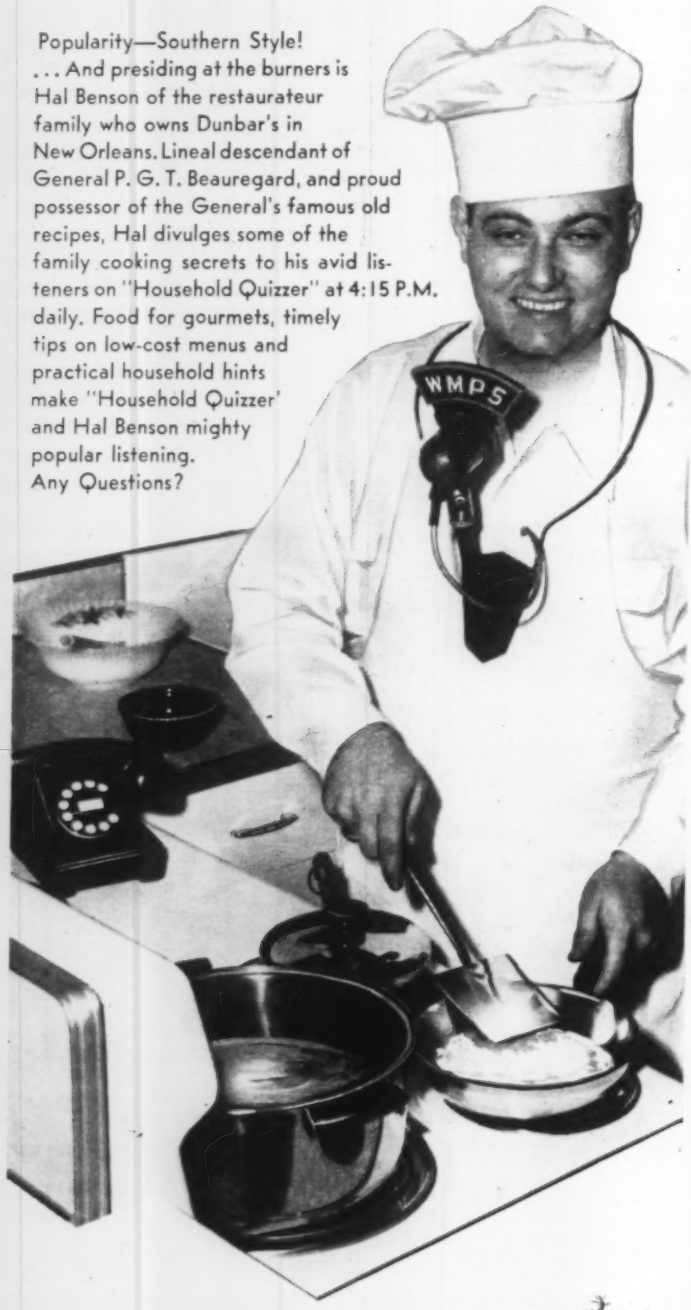
**Ask us about "Tandem."*

NBC Radio Network

a service of Radio Corporation of America

"What's Cookin'?"

Popularity—Southern Style! ... And presiding at the burners is Hal Benson of the restaurateur family who owns Dunbar's in New Orleans. Lineal descendant of General P. G. T. Beauregard, and proud possessor of the General's famous old recipes, Hal divulges some of the family cooking secrets to his avid listeners on "Household Quizzer" at 4:15 P.M. daily. Food for gourmets, timely tips on low-cost menus and practical household hints make "Household Quizzer" and Hal Benson mighty popular listening. Any Questions?



FOR PARTICIPATION DETAILS

Contact

RADIO REPRESENTATIVES, INC.

WMPS

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY

agency

WARNER S. SHELLY, vice president N. W. Ayer & Son, Phila., elected to board of directors.

HARRY PATTERSON, sales manager, and **MILT SCOTT**, account executive KLAC Hollywood, to Hunter Adv. Agency, that city. Firm changes name to Hunter, Patterson & Scott Adv., with offices at 5010 Sunset Blvd. New accounts as announced by **BILL HUNTER** include Hudson Products Co., L. A. (Sleep-eze); Sky-Coach Co., L. A. (airline); National Chemical Co., L. A. (photographic equipment); Great Lakes Airline, L. A. (air travel).

GEORGE H. ALLEN, Biow Co., N. Y., to Grey Adv., same city, as copy chief.

CECIL & PRESBREY, N. Y., has added two timebuyers and one copywriter to its staff. **CHARLOTTE CORBETT** was promoted to timebuyer and **HILDA DEHART**, Young & Rubicam timebuyer, to C & P, in similar capacity. **PATRICIA HEYMAN**, copywriter, McCann-Erickson, to C & P, in same capacity.

MRS. ABNER DEAN, copy department Robert Orr Assocs., N. Y., to copy staff of Hewitt, Ogilvy, Benson & Mather Inc., N. Y.

on all accounts

PAUL SCHLESINGER, timebuyer at Tatham-Laird Agency, Chicago, finds his enthusiasm soaring daily, despite handling overall planning and detail on six radio and TV accounts and six network shows. A two-year veteran with a five-year-old agency, he is completely sold on Tatham-Laird because of "the people themselves, the way they work, and the net result."

These are some of the "net results: In five years, T-L has acquired numerous broadcast accounts—the Kix portion of General Mills, Max Factor, Wiedemann Brewery, Bendix washers and ironers, Toni's new products and Swanson poultry. Mr. Schlesinger buys Ted Mack's *Family Hour* on ABC-TV alternate weeks for Swanson and Kix; the *Edward Arnold Show* on ABC for Kix; *Chance of a Lifetime*, ABC-TV for Bendix, and *Casey, Crime Photographer*, alternate weeks on CBS-TV for Toni's new White Rain shampoo. Max Factor's film show on NBC-TV with *Sheilah Graham* goes off this month, but more TV is expected to be used. Weidemann is a heavy regional user of radio and TV spots.

Paul Schlesinger has "grown-up" with a fast-growing agency. When he joined the firm October 1949 he was the only person in the radio and TV department. Since then, five staffers have been added. Broadcast billings were a sixth of what they are now.

Mr. Schlesinger went to T-L from CBS Chicago, where he was network sales service manager. He joined CBS in 1947, after graduation from Northwestern U., and is sure he got the job only because he, among 30 applicants, was "blase and indifferent" during the interview. He knows better now, but the formula worked then. That was the first and only time he ever applied for a job.

MR. SCHLESINGER

He discovered initially why Daylight Saving Time broadcasts are taped and re-aired now. Four years ago that wasn't the practice, and Mr. Schlesinger had to reschedule all network shows in all 160 markets for such clients as Miles Labs, Pillsbury and Pepsodent. His previous radio training—radar with the Army Air Force—didn't prove to be much help. After entering service in 1943, he was within two weeks of a weather forecaster's commission at Brown U. when the Air Force decided it had enough weather prophets. He was transferred to radar and sent to Canada

(Continued on page 84)

beat

JOSEPH B. MILGRAM, advertising and merchandising manager, John F. Trommer Inc., N. Y., to Biow Co., N. Y., account management group on agency's beer accounts.

GORDON JOHNSON, with Dancer-Fitzgerald-Sample, N. Y., for past seven years as assistant account executive, promoted to account supervisor. **IRVING SLOAN**, manager of printed media department, named assistant account executive.

HOWARD EISENBERG, copy writer and assistant account executive Blackstone Adv., N. Y., and **DAN WALLACK**, promotion and publicity, *Ted Mack's Amateur Hour*, to Marfree Adv., Corp., N. Y.

FELIX JACKSON, Young & Rubicam, N. Y., named executive producer of *Schlitz Playhouse of Stars* starting Oct. 5 on CBS-TV, 9-10 p.m.

THEODORE D. MANDELSTAM, copywriter Henry J. Kaufman & Assoc., Washington, appointed chief copywriter.

ARTHUR TOWELL Inc., Madison, Wis., elected to membership in American Assn. of Advertising Agencies.

ELLIOTT W. WOLF, consultant Smith & Bull Adv., L. A., to Vick Knight Inc., same city, as sales promotion director and account executive.

PHILIP KLEIN, president Phil Klein Adv. Agency, Phila., elected director of Citizen's Council on City Planning.

HOWARD M. WILSON, Kudner Agency, N. Y., to Kenyon & Eckhardt, N. Y., as copy supervisor.

JOHN E. McMILLIN, Maxon Adv., Detroit, to Cecil & Presbrey, N. Y., as account executive on Philip Morris account.

New Business

(Continued from page 10)

Newsreel of the Air on NBC for their recruiting drives, effective Dec. 7 for 26 weeks (Fri. 10:30-10:45 p.m.). Agency: Grant Adv., Chicago.

CAPEHART FARNSWORTH CORP. sponsoring Newscaster Fred VanDeventer in new series over MBS, Sunday 1-1:15 p.m., beginning Aug. 19. Agency: J. M. Mathes, N. Y.

GRUEN WATCH Co. to sponsor new dramatic series, *Gruen Guild Theatre*, over ABC-TV Thurs. 9:30-10 p.m. beginning Sept. 27. Agency: McCann-Erickson, N. Y.

Agency Appointments • • •

MUNISING WOOD PRODUCTS Co., Chicago, names Bozell & Jacobs, same city, to handle advertising for its wooden ware. Media plans are now being made.

BANCO CREDITO y AHORO POCENO, San Juan (bank), appoints Publicidad Badillo Inc., San Juan, to handle advertising in Puerto Rico.

AMERICAN BRANDS Corp., Redwood City, Calif. (Tobyjell, dehydrated mix), appoints Ley & Livingston, S. F., to handle advertising. Initial campaign will be launched in San Francisco Bay Area. All three TV channels will be used to tell story of making glass of jelly in five minutes for five cents.

Adpeople • • •

HAROLD P. McGRATH, general manager of Gaines Div., General Foods Corp., Kankakee, Ill., re-elected chairman of dog food division of American Food Mfrs. Assn.

ROGER GREEN, assistant advertising manager in charge of printed media, Philip Morris & Co., N. Y., appointed assistant advertising manager of the company.

ROBERT I. GARVER, General Foods Corp. product manager for Certo and Sure-Jell, named sales and advertising manager for Certo Div.

what have you to sell to *women?*

ann rogers

has a loyal audience in 23 counties!

Ann Rogers is a "local" celebrity to more than 300,000 radio homes in the rich Western New York and Northern Pennsylvania market. Daily, at 12:45 p.m., she beams at her listeners an informal, chatty program of household hints, beauty aids and news of interest to women—spicing it regularly with the appearance of interesting guests.

Loyalty is evidenced by fan-mail galore and the happy reports of current sponsors. Participation is open for a few accounts wanting acceptance in this market *which is adequately covered by WHAM and WHAM alone!*

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Spectacular day-and-night coverage of huge oil fire which raged uncontrolled in the flood waters.

When the Flood Hit Kansas City...

Staff men and women, unsolicited, worked 24-hour shifts. Grimy, tired faces . . . gruelling assignments . . . in and out of flood areas . . . on the mike . . . before the cameras . . . writing, when there was time . . . ad-libbing magnificently when there was not . . . shooting film from planes and boats, often dangerously close to exploding oil tanks and chemicals . . . no let-up day or night.

That was the story of WDAF radio and WDAF-TV television when the Big Flood smashed into Kansas City where the rivers meet.

These stations were flooded with testimonials to the great job done. Here are just a few:

"The TV cameras plainly showed the lines of strain and fatigue on your faces as you covered the news, accurately and factually, hour after hour, by every means possible. Our sincere thanks to you."

"We followed your advice very carefully and made no attempt to visit the scene, but feel that we have a thorough knowledge of events through your TV news."

"We would like to have you know how greatly all of us appreciate your fine, tireless, accurate reporting of the flood."

"It took personal courage and stamina to televise the happenings during the flood and fire. WDAF-TV had them. Congratulations on a job well done."

"No one who saw the magnificent coverage of the flood and fire on television could help but be proud of you and the WDAF-TV organization."

"It was a wonderful service to the community and again demonstrates what an important factor television is to all of us."

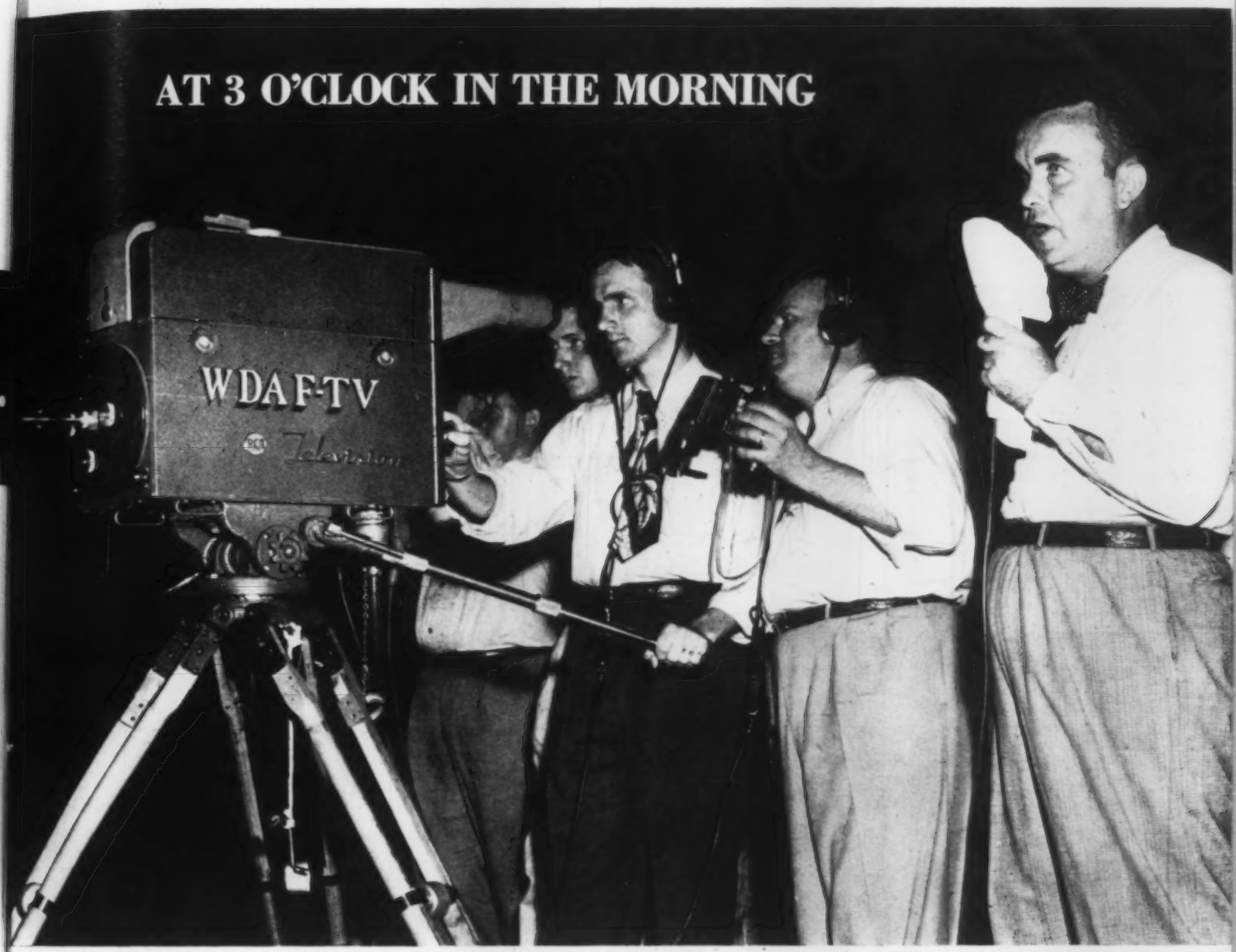
"You have commended everyone who has had a part in this flood, but we think you and the staff of WDAF-TV deserve a large share for yourselves for the excellent factual reporting."

"I have heard again and again that you people did a marvelous job of keeping the situation under control and preventing people from getting panicky with the excellent coverage job you did."

"Allow me to say your coverage was the finest piece of off-the-cuff reporting I have ever heard anywhere."

WDAF WDAF·TV

AT 3 O'CLOCK IN THE MORNING



WDAF-TV's one-half hour documentary film of the flood, nationally televised over the Columbia Broadcasting System, constitutes perhaps the most extraordinary coverage of a natural catastrophe in the history of television. It was shown before Congressional groups and televised on leading stations to raise funds for the Red Cross and relief of flood victims.

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

In the Public Interest

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

. . . he's turning in a well-timed rating, ever growing audience . . . and advertisers can measure their length in **results.** Call Mal Glascock, WRC Sales Manager or see National Spot Sales.

RELAXED!

"Batters' Platters" is the most relaxed listening anywhere! Charles is the genial maestro of a nightly session of discs, small talk and unusual notes. His time period is peak location: 7:00 p.m. Monday through Friday. Batters seems offhand, but . . .

feature of the week

DON'T tell Bill Schroeder, general manager of WOOD Grand Rapids, that he can't "make a silk purse out of a sow's ear."

On Aug. 3 the Grand Rapids Advertising Club had scheduled a local newspaper adman to describe the horrendous situation of "What Happens When Newspapers Don't Hit Town."

Slated for showing was the newspaper publishers' association film on the 1950 Pittsburgh newspaper strike.

Hearing opportunity knock, Mr. Schroeder hurriedly ordered 150 copies of the BAB printed answer to what happened when the newspapers didn't hit Pittsburgh.

Immediately after the film showing, Mr. Schroeder rose and good-humoredly asked to present radio's answer.

Ad Club members were surprised at this unscheduled byplay and were even more astonished when a lovely bathing-suit-clad girl strode into the room and began distributing the BAB booklets.

The newspapermen saw the humorous side of the incident but were observed carrying away the BAB booklet for further study.

When last seen, Mr. Schroeder was trying to hide a chuckle.

strictly business

GIVING service to advertisers is the way Wilfred Charles Dippie looks on his work of being a radio station representative. His theory has paid off in the 11 years he has been Montreal representative for Radio Representatives Ltd.

Wilf Dippie has not spent his whole business career in radio, though he has been connected in one way or another with radio stations since 1927 when he lived in Vancouver, and spent considerable time at CJOR Vancouver. Selling has been his life work, and selling brought him into radio.

Mr. Dippie was born in Toronto on April 9, 1899, and because of his father's work saw schooling not only in Toronto, but also in New York, Montreal and Vancouver. He did not finish high school, but instead enlisted with the Canadian Army in 1916 and was sent overseas during World War I with a Canadian trench mortar company. Like many others, he had added a few years to his age to get into active service.

Returning to Canada from overseas he soon realized his interest in selling, and began selling for various moving picture distributors (Universal Pictures, Fox, First National) in western Canada. From this it was but a step into other selling on the West Coast, and while there he became interested in the entertainment end of CJOR when that station was still a 50 watter.

Because radio fascinated him as an entertainment and education medium, he decided to start selling radio entertainment, and in 1939 joined Dominion Broadcasting Co. at Toronto. Hal Williams, owner

Mr. DIPPIE

of the company which distributed and made transcriptions and represented some stations, nurtured Mr. Dippie's interest in radio.

He did so well selling that when Jack Slatter, a partner in Dominion Broadcasting, formed his own representation company on a co-operative basis with a number of western Canadian stations, Mr. Dippie was asked to become the Montreal representative of the group. In October 1940 Wilf Dippie opened the Montreal office of Radio Representatives Ltd. and has since expanded the operation from representing about eight western stations to today when his office represents 18 Canadian stations at Montreal.

If asked about his work, Mr. Dippie will say: "I never did a day's work in my life." He likes his work, and doesn't consider giv-

(Continued on page 56)

TAKE A GOOD LOOK AT
CHATTANOOGA

FIRST
IN AUDIENCE IN THE MORNING

FIRST
IN COST PER LISTENER

FIRST
IN LOCAL ACCEPTANCE

Outstanding Local Personalities Build an Outstanding Audience

WDEF
CHATTANOOGA
1370 KC 5000 WATTS
Carter M. Parham, President
Represented by BRANHAM

WGN
AND
WGN-TV

announce the appointment of

George P. Hollingbery Company

as their Exclusive National Representatives ★

★ New York, Chicago, Philadelphia, Boston, Detroit, Minneapolis, Milwaukee and Cincinnati will continue to be represented by WGN, Inc.

WGN • *720 on your dial* • **MBS**
WGN-TV • *Channel 9* • **Dumont**

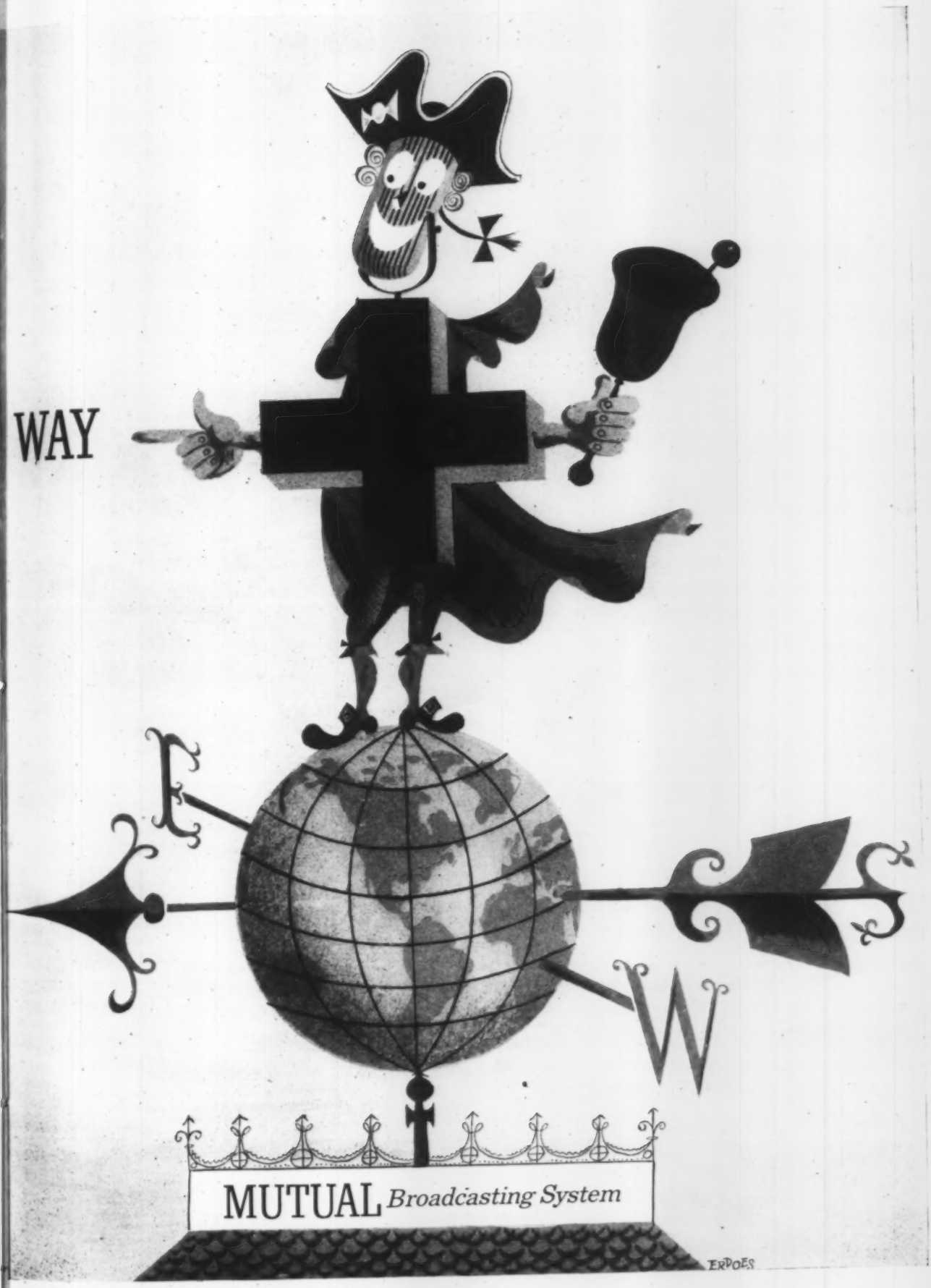
We've got *news* for you. Amid all the huff-and-puff about the future of radio, several *steady trade winds* are prevailing here at Mutual... and one of the steadiest is *news*. This network has always been First for News—with *more* news, more *often*, and more of it *sponsored*.

IN NEWS TOO, MR. PLUS POINTS THE W

Today, Mutual's lead is even wider on all these counts: 91 news programs a week (69% more than a year ago)...72 of them sponsored (67% more than last year). And boosting this trend along is a continuing updraft in *news-listening* on the Plus Network. Our average news sponsor now reaches *5% more* homes than in 1950, (the only network gain in news-*ratings*). And actual tune-in to all MBS news periods now totals *13,722,000 family-hours* a week (the largest news-*audience* on any network). We still have 19 compelling news programs for sale, so if you've got *selling* news to tell America—we've got news for *you!*

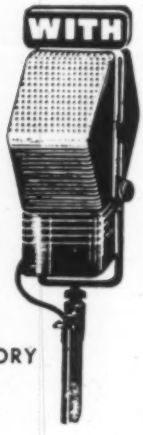
—the difference is MUTUAL!

AUDIENCE DATA: N.R.I., 6 AM–11 PM NOV. '49–APR. '50 vs. NOV. '50–APR. '51.


E WAY
W
MUTUAL Broadcasting System
ERPOES

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE



SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 41, No. 7 WASHINGTON, D. C., AUGUST 13, 1951 $7.00 A YEAR—25c A COPY

MOVIES IN RADIO-TV

Policy Seen in Paramount Case

By LARRY CHRISTOPHER

THE ENTIRE FUTURE of motion picture participation in broadcast station ownership and operation — particularly television — in effect was ordered under the microscope by FCC last week.

The action was taken in a ruling which set for hearing all pending transfer, renewal and license applications of the several Paramount firms and DuMont. No date was specified.

While there was no action on the proposed merger of American Broadcasting Co. with United Paramount Pictures Inc. [BROADCASTING • TELECASTING, July 16] in some FCC quarters it was thought these might be lumped in with the general inquiry as soon as the Commission staff completes its initial review of the papers.

In addition to basic issues respecting past anti-trust proceedings and alleged "violations" of such laws, FCC indicated it wished to "obtain full information" as to:

(1) ". . . restrictions, if any, imposed by the applicants on broadcast stations" in the use of movie films, stories and talent.

(2) The "relationship, if any, presently existing between Paramount Pictures Corp. and United Paramount Theatres Inc. and what arrangements have or will be made between them with respect to the production, distribution, and exhibition or restriction on the use" of films, stories and talent through the medium of either theatres or TV stations.

(3) The "policies and plans of the transferees relating to any arrangements contemplated for the televising of selected programs in theatres to the exclusion of other outlets."

(4) The "ownership, management and control" of Allen B. DuMont Labs.

(5) Whether illegal transfers of control of certain stations have occurred.

See Broad Implication

Some observers consider that the Paramount inquiry — although chiefly concerned with anti-trust issues and dealing with specific applications—may well be to the movie industry what FCC's one-time "newspaper ownership" inquiry was to the printed media. At that time the Commission attempted, among other things, to define policy respecting "control of the media of mass communication."

The Paramount-DuMont and overall movie TV investigation has been pursued by the Commission in one form or another for the past five years.

The instant hearing is the first proceeding to be ordered under the "case-to-case" plan pronounced by the Commission in late March when it decided not to establish a "uniform policy" to govern the handling of broadcast applications by firms identified with "violations" of laws other than the Communications Act [BROADCASTING • TELECASTING, April 2]. The "other laws" are known more specifically to mean the anti-trust statutes.

The hearing was ordered last Thursday by the Commission *en banc*, including Acting Chairman Paul A. Walker and Comrs. Rosel H. Hyde, E. M. Webster, Robert F. Jones and George E. Sterling.

In addition to citing applications of various remote pickup, intercity relay and experimental TV outlets of the different firms, the order designated inquiry of the following:

Application for transfer of control of Paramount Television Productions Inc., licensee of KTLA (TV) Hollywood, from Paramount Pictures Inc. (old production, distribution and exhibition firm prior to division under 1949 anti-trust consent decree) to Paramount Pictures Corp. (new separate production and distribution firm).

Request for "transfer of control" of Allen B. DuMont Labs. Inc., TV manufacturing firm and network and station operator, from Paramount Pictures Inc. to Paramount Pictures Corp. (29% stock interest involved).

Bid for transfer of control of Balaban & Katz Corp., operator of WBKB (TV) Chicago, from Paramount Pictures Inc. to United Paramount Theatres Inc. (new separate exhibition firm, which under proposed merger with ABC would re-sell WBKB to CBS for $6 million).

Application by Paramount Television Productions Inc. for license to cover construction permit for KTLA.

Applications by DuMont for licenses to cover construction permits for WDTV (TV) Pittsburgh and WTTG (TV) Washington, and for license renewal of WABD (TV) New York.

Bids by Balaban & Katz for licenses to cover construction permits for WBKB and WBIK (FM), for modification of permit for WBKB and for WBKB license renewal.

Applications by Paramount Pictures Inc. and E. V. Richards Jr., for transfer of control of WSMB-AM-FM New Orleans.

The order stated the Commission could not act on the various applications without a hearing "on the basis of information . . . that Paramount Pictures Inc., Paramount Television Productions Inc. and Balaban & Katz Corp. have, in the past, engaged in violations of the Federal anti-trust laws and have either been finally adjudicated guilty of such violations by courts of competent jurisdiction or have entered into consent decrees relating to such violations."

The order pointed out that "in the light of the principles" enunciated in its March "uniform policy" report, the Commission "cannot at this time, find that grants of the above applications . . . are in the public interest, convenience and necessity."

FCC stated further it appeared

(Continued on page 76)

COLD REMEDY DRIVE

Heavy Spot Schedules

By FLORENCE SMALL

SPOT RADIO, by a larger margin than in 1950, will be the leading recipient of the cold remedy dollar this fall, BROADCASTING • TELECASTING learned last week in a seasonal check of advertising agencies currently preparing radio and TV autumn schedules.

Moreover, budgets among cold remedy and preventive advertisers will show an increase in the aggregate, with several clients exceeding last year's outlay by more than one-third.

Most singular development is the competitive scramble by these advertisers for the 7-8 a.m. availabilities. That time period has suddenly bloosomed as one of the most desirable of the day, with radio stations throughout the country reporting heavy bidding for the spot.

Reasons for its popularity are the steady increase in listenership reported for that time, freedom from television competition, and, in the case of the cold remedy advertiser, the advantage of reaching the listener before he departs for work.

Grove Labs, St. Louis (4-Way cold tablets), one of the major cold remedy advertisers, will launch its schedule on Oct. 1 in more than 150 radio and TV markets. The firm will use everything from half-minute spots to quarter-hour news and hillbilly programs in radio.

"We're buying the best timebuys, whatever and wherever they are," Mary Dunlavey, head radio and television timebuyer for the Harry B. Cohen Agency, New York, told BROADCASTING • TELECASTING.

Budget Increased

The overall budget, it was understood, has been increased over last year's, when the firm used one-minute transcriptions, participation programs and chainbreaks in all principal radio and several television markets.

Bromo-Quinine, made by Grove Labs and serviced through the Gardner Adv. Agency in St. Louis, has increased its budget in radio and television 25% over last year. The nationwide spot campaign will start coincident with daylight time changes in most markets (late September) and will continue for 23 weeks.

The firm will use 15-, 20-, and 30-second announcements in radio and one-minute, 20-second films on television. The 7-8 a.m. period in radio will be used wherever possible. At least 150 markets will be used.

Vicks Chemical Co., New York, a veteran spot advertiser, will be using a slightly increased frequency, although the number of stations employed will be the same as last year. The company will start Oct. 1 on more than 100 stations with ET spots in radio only. Morse International, New York, is the agency.

Vick Chemical Co.'s television plans, through BBDO, New York, are as yet undecided but it was understood that a network television show is under consideration for fall launching.

Seeck & Kade, New York, maker of Pertussin, is understood to have increased its budget over one-third

(Continued on page 34)

NEW ZIV SERIES

MacMurray, Dunne Signed

FILM STARS Irene Dunne and Fred MacMurray were signed to 10-year contracts by the Frederic W. Ziv Co. last week to co-star in a series of transcribed-syndicated radio shows, *Bright Star*, whose production budget is $12,500 per half-hour program. The program will start Sept. 24.

John L. Sinn, executive vice president of Ziv, announced the signing of Miss Dunne and Mr. MacMurray and revealed plans for the series, a situation-comedy show, which is said to be probably the highest budgeted of all new radio programs being prepared for debut this fall.

It was estimated that Miss Dunne and Mr. MacMurray will each gross $300,000 from the series, via their guaranties—against percentage of sales deals.

The open-end transcribed series will be offered for sale starting today (Monday). As in the case of other Ziv shows—which include *Bold Venture*, *The Guy Lombardo Show*, *Boston Blackie*, *Cisco Kid*—the selling will be handled by Ziv's staff of 100 salesmen. The series will be offered to agencies, local sponsors and stations, regional sponsors and networks, and national sponsors for spot advertising. On a similar basis, the *Bold Venture* series, starring Humphrey Bogart and Lauren Bacall, has been sold in more than 500 cities thus far this year, Ziv reports.

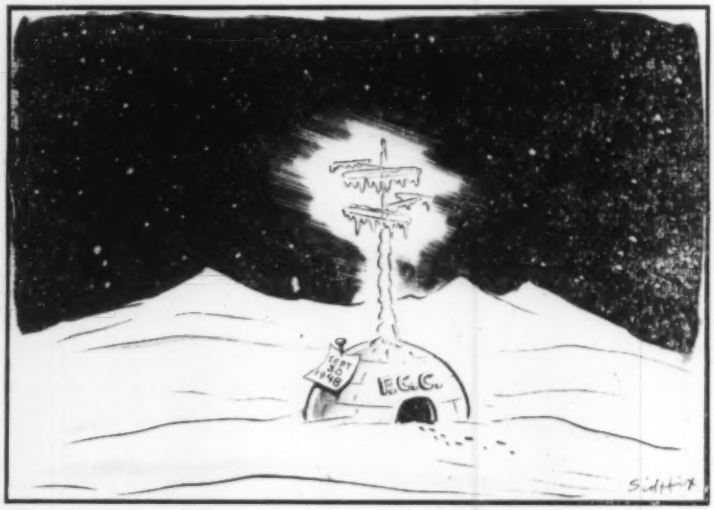
Taping of three *Bright Star* shows a week will be started immediately in Hollywood. Scripts, spokesmen said, have been assigned to top writers, including Milton Geiger, Richard Powell, and Carl Gass.

In addition to the stars, regular cast will include Announcer Harry Von Zell, with Michael Miller and Elvia Allman as supporting actors. Rivine Orton will be musical director. The Ziv company producer and Henry Hayward will direct.

It is the first comedy series ever produced by Ziv and, for the stars, their first venture into a regular radio series. Miss Dunne will play the part of Susan Armstrong, editor and publisher of a newspaper, with Mr. MacMurray as the paper's top reporter. Each half-hour episode will be a complete story in itself.

Bright Star is the second high-budget show produced by Ziv this year, coming on the heels of *Bold Venture*. Mr. Sinn said he considered the new series, in view of the magnitude of its production budget, an important step forward for the entire transcribed-syndicated radio industry.

Negotiations with the stars were started in May. They were conducted for the Ziv company by Mr. Sinn and Herbert Gordon, vice president in charge of production; and for the stars, by Jack Gordean, Ray Stark, and Tom Greenhow of Famous Artists Corp.



Drawn for BROADCASTING • TELECASTING by Sid Hix
"Can spring be far behind?"

CBS INCOME

Gross Up for Six Months

GROSS income of CBS and its domestic subsidiaries for the six months ending June 30 totaled $54,622,655 after deduction of discounts, commissions and returns, compared with $42, 671,974 computed on a similar basis for the same period of 1950, a consolidated income statement showed last week.

Net income after federal taxes, however, dropped from $2,495,370 for the first six months of 1950 to $2,221,317 for the first half of this year.

The figures do not include earnings of Hytron Radio & Electronics Co. and CBS-Columbia Inc., which became a part of the CBS group on June 15. Their operations are expected to be reflected in the CBS consolidated income statement for the nine months ending Sept. 29, officials said.

Income before federal taxes ran ahead of last year's period—$6,346,317 to $5,782,070. But provision for federal taxes increased from $3,286,700 for the first half of 1950 to $4,125,000 for the first half of 1951.

A dividend of 40 cents a share on CBS Class A and Class B stock was announced coincident with release of the income statement. The dividend is payable Sept. 7 to stockholders of record at the close of business Aug. 24.

ABC GROSS

Quarter Over $14 Millio

ABC gross sales for the quarter ended June 30 (less discounts, returns and allowances) amounted to $14,869,465, according to a report on file with the Securities & Exchange Commission last week.

By comparison ABC's report for the same quarter of 1950 showed, on the same basis, gross sales totaling $11,131,966.

Network's gross for the second quarter of this year represents an increase of 33.6% over the ABC gross for the same period of 195

GE FOOTBALL

Sets CBS Roundup Coverage

HIGHLIGHTS of major college football games will provide the basis for a radio and merchandising program slated to be launched by the Receiver Dept. of General Electric Co. Sept. 29. Sponsoring of the *GE Football Roundup* on the coast-to-coast CBS Radio Network will spark the campaign.

Each Saturday GE will present highlights of five games from the field with Red Barber, CBS sports director, coordinating the remote broadcasts. Telephone reports from 15 other games will be interspersed with the direct accounts, to be handled by CBS correspondents on the gridirons.

All commercial time will be used by General Electric to promote its line of radio and TV receivers. Commercial materials for tie-in announcements will be supplied to dealers in those cities carrying CBS broadcasts from 2:30-5:30 p.m.

DEFENSE FUNDS

House OK's Recruiting, Equipment Budgets

RADIO and television would derive approximately $735,000 in revenue from U. S. Army and Air Force recruiting activities during the current fiscal year, under the omnibus Defense Dept. appropriations bill passed by the House and sent to the Senate last week.

That sum is contained in the $10 million requested by the two services for recruiting activities, with $3.1 million of that to be set aside for advertising programs [BROADCASTING • TELECASTING, Aug. 6].

"These funds are to be used for payment of national advertising to obtain as many volunteer enlistments as possible," the House Appropriations Committee said in reporting the bill to the House floor last Monday. "Continued emphasis is being placed on recruiting to obtain volunteers and thereby reduce the number to be called under selective service."

The Air National Guard drew roughly $300,000 of the $600,000 it sought for similar recruiting drives —about the same amount it derived last year—with an estimated 35% to 50% tabbed for radio-TV programs and announcements. There was no actual breakdown on its advertising expenditures, the figure being offered as a rough guess by National Guard authorities.

In allocating the Army and Air Force its full estimate, the House Appropriations Committee generally reversed the sentiment of at least some of its members, who felt that some advertising activities could be curtailed (also see separate story).

Here is how the two services propose to slice their recruiting melon:

Radio and television, 35%, $735,000; national magazines, 25%, $525,000; preparation of art and copy for ads, 10%, $210,000; publicity, 5%, $105,000; film, sales and training aids, 4%, $84,000; research, 1%, $21,000; newspapers and supplements, 20%, $420,000. This accounts for a total of $2,100,000.

An additional $1 million, to be split equally among radio stations and newspapers, will be apportioned to the six Army corps for local advertising.

At the same time the committee lopped off $145,130,500 for increases in civilian employes, recommending that the Defense Dept. be "less extravagant." It ordered a sharp reduction in publicity and information staffs.

Electronics manufacturers are expected to cut heavily into a near $30 billion set aside for major procurement and production for the Defense Dept. While a precise overall figure was impossible to obtain, it was felt that perhaps $3 billion —or 10%—would involve electronics contracts on the basis of past allocations.

The Air Force alone will receive $384,167,000 for electronics and communications equipment to continue a modernization program launched during the fiscal year which ended June 30.

Another Air Force program calls for $30,657,000 to be spent for purchase of 257 radio and radar trainers from those manufacturers which have already converted to war production.

For the Navy $4 billion is earmarked for procurement of electronic equipment. The National Security Resources Board was voted $1.6 million to carry on its security, censorship and other activities.

OMAHA

Meredith Buys WOW-AM-TV for $2,525,000; FCC Approves Georgia Transfer

ATLANTA

SALE OF TV stations reached a peak of postwar activity last week with $2,525,000 purchase of WOW-TV Omaha by Meredith Publishing Co. and FCC approval of sales of WSB-TV Atlanta and KFI-TV Los Angeles.

Meredith Publishing Co., publishers of *Better Homes & Gardens* and *Successful Farming*, owner of WHEN (TV) Syracuse, N. Y., TV applicant for Albany and Rochester, N. Y., is also buying 5 kw WOW on 590 kc.

Approval of $525,000 sale of WSB-TV Atlanta to local business group headed by cotton mill magnate Walter C. Sturdivant is only for the Channel 8 facilities of that *Atlanta Journal* and *Constitution*-owned station. Actually, WSB-TV will continue operating on Channel 2, now held under CP for WCON-TV.

With the consent of the FCC, KFI-TV reinstates the Los Angeles TV outlet for the Don Lee Network now owned by General Tire & Rubber Co. At the time of Don Lee's purchase by the O'Neil interests, KTSL (TV) was sold to CBS.

Still pending FCC approval is the sale of WLAV-TV Grand Rapids to WFBM-AM-TV Indianapolis interests [BROADCASTING • TELECASTING, July 9]; KEYL (TV) San Antonio to Fort Industry [BROADCASTING • TELECASTING, Aug. 6]; and, of course, the United Paramount-ABC merger which involves the five ABC-owned TV stations in New York, Chicago, Detroit, Los Angeles, San Francisco—as well as the sale of WBKB (TV) Chicago to CBS.

SALE OF WOW radio and TV properties to Meredith Publishing Co. for $2,525,000, announced last week, puts the $20 million Des Moines national magazine publisher *(Better Homes & Gardens, Successful Farming)* into broadcasting business more heavily than ever.

Meredith owns 2½-year-old WHEN (TV) Syracuse, N. Y., and is a TV applicant for Albany and Rochester, N. Y. It also announced last week that it had bought a substantial interest in Princeton Film Center Inc., Princeton, N. J., TV-industrial film producer and distributor.

Purchase of WOW-AM-TV Omaha from a group headed by Ambassador to Ireland Francis P. Matthews, ex-Secretary of the Navy, was consummated Aug. 7. Application for FCC approval of transfer of the NBC-affiliated WOW (590 kc, 5 kw) and of WOW-TV (Channel 6) was filed last Friday.

Sale took place after month of reports that the Omaha stations were on the block [BROADCASTING • TELECASTING, July 16, 9, 2]. At one time, Edward Lamb, owner of TV stations WICU Erie and WTVN Columbus and of AM station WTOD Toledo, put up $100,000 in earnest money for the stations, but he apparently was unable to meet the cash terms Meredith offered.

In an Aug. 9 letter to Mr. Matthews, acknowledging return of his $100,000, Mr. Lamb said: "My own financing arrangements permitted me to pay off the sum of $2,525,000 in full within eight months, but I appreciate the reasons which compelled you to accept a cash offer."

Included in the terms of the sale are the equipment, building and ground leases held by WOW stations from Woodmen of the World Inc., national fraternal organization, which gave up ownership of WOW in 1942. Leases have 19 years to run.

Net worth of WOW Inc., as of June 30, 1951, is set at $919,978, according to financial statement filed with the transfer application. Current assets are given as $673,883; liabilities, $220,453.

Operating income of WOW Inc. for the first six months of 1951 is given as $996,387. Profit before taxes was $188,902; after taxes, $91,102. No separate breakdown for WOW-AM-TV was given.

Sale technically is to a Meredith subsidiary, Meredith Engineering Co. Only other stockholder of Meredith Engineering is Champlain Valley Broadcasting Corp., licensee of WXKW Albany, N. Y., which owns 420 preferred voting shares. However, these shares are callable by Meredith.

Net worth of Meredith Engineering, as of May 31, 1951, is given as $815,373. Current assets are listed as $1,636,044; liabilities, $617,597. Financial statement indicates that Meredith has put $1,025,000 into WHEN.

Meredith Publishing Co. financial statement gives net worth as of the end of May 1951 as $13,080,969, with current assets of $12,287,210 and liabilities of $5,001,540. E. T. Meredith Jr. is vice president and general manager of the publishing company, Payson Hall is

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* * *

Mr. Meredith Mr. Bohen

KFI-TV SALE

$2.5 Million Purchase Approved by FCC

PURCHASE of KFI-TV Los Angeles by General Tire & Rubber Co., parent company of Don Lee Broadcasting System, for $2,500,000 was approved Thursday by the FCC.

The decision was handed down without comment. Comr. Paul A. Walker dissented.

Equipment of the deleted KFI-FM is included in the TV station assignment. The AM station, KFI, remains in the hands of Earle C. Anthony Inc.

Sale of the three-year-old KFI-TV was regarded as springboard for a projected MBS national TV network, at the time the sale was consummated [BROADCASTING • TELECASTING, June 11]. General Tire & Rubber owns Yankee Network which in turn controls a major portion of Mutual stock.

General Tire acquired Don Lee last year and sold its KTSL to CBS. Don Lee has Channel 2 reserved in San Francisco. This reservation had been made because of the then undetermined status of Don Lee station renewals. When these renewals were granted the TV freeze was in operation.

Negotiations for the sale of KFI-TV were reached by Earle C. Anthony, head of Earle C. Anthony Inc.; Thomas F. O'Neil, General Tire & Rubber vice president and director; Louis G. Caldwell, of Kirkland, Fleming, Green, Martin & Ellis (for seller); and W. Theodore Pierson, Pierson & Ball (for purchaser).

KFI-TV operates on Channel 9 and is now in its 19th week of a strike by Television Authority. The KFI AM operation is a clear channel outlet with 50 kw on 640 kc and serves as NBC's Los Angeles outlet.

OCT. 1 is billed as "Television Moving Day" in Atlanta.

On that day:

● The 108th TV station is slated to take the air with Broadcasting Inc. as operator. The company last Thursday cleared its last FCC hurdle when WSB-TV was granted consent to assign its Channel 8 license.

● And on that day WSB-TV is to move from its present transmitter site to the 1,000-ft. tower originally erected for the projected WCON-TV. Too, WSB-TV will shift from Channel 8 to the original WCON-TV Channel 2.

Third Atlanta TV outlet, WAGA-TV, is operated by Fort Industry Co. on Channel 5.

In a 5-0 vote the Commission resolved a reported 3-3 deadlock and approved assignment of the WSB-TV license to Broadcasting Inc. as requested last March 29 [BROADCASTING • TELECASTING, April 2]. Broadcasting Inc., comprising a group of Atlanta business and civic leaders, is headed by Walter C. Sturdivant, owner of Montgomery Knitting Mills, Summerville, Ga.

When Atlanta Newspapers Inc., headed by ex-Gov. James M. Cox of Ohio, merged the *Atlanta Constitution* into its *Atlanta Journal*, the company held two TV facilities. These were WSB-TV on Channel 8 and WCON-TV, conducting program tests for Channel 2 operation.

Atlanta Newspapers Inc. was granted approval of transfer of its operation to Channel 2 on condition it surrender its second TV facility. Last March, however, the company sold the WCON-TV transmitter, along with building and land as well as FM equipment, to the new Broadcasting Inc. for $525,000.

Using tentatively the call letters WYES, Broadcasting Inc. already is under way in an effort to take the air Oct. 1. William T. Lane, co-owner, general manager and vice president of WAGE Syracuse since

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* * *

Mr. LANE

RADIO FREE EUROPE

FOR REDS: A HEADACHE; FOR THEIR CAPTIVES: HOPE

ATTENTION! Citizens of Presov, in your town the national manager of the Cafe Cergov, Stefan Stupinsky, is a dangerous agent of the State Security Police . . . Stupinsky and his helpers take advantage of the people who are intoxicated and try to draw things out of them to report to the state police. . . .

Hello Bratislava! In the office of the Resettlement Bureau and the National Reconstruction Fund is employed one Comrade Absolonova. . . . Absolonova is about 170 centimeters tall and blonde. She concentrates her attention on young men whom she seduces and then blackmails them into collaborating with the police. We warn you against this fanatical Stalinist informer. . . .

A drumfire of warnings like these is beating through the Iron Curtain every day from the powerful stations of Radio Free Europe, a privately-financed "voice of America" that shouts far more boldly than the official Voice of America dares.

Radio Free Europe is smacking the Red satellite regime where they are most vulnerable. It penetrates their rigid censorship with a weapon they fear more than a hostile army—the truth.

The success of RFE in reaching the captive people of Europe can be measured by the degree of official Communist wrath its operations arouse.

● Last May Day Clement Gottwald, Czechoslovakia's Red boss, viciously attacked Radio Free Europe for using "traitorous, Fascist exiles" to warmonger against his government.

● The official Communist radio at Leipzig, in the USSR zone of Germany, followed this with an announcement that all American and exile employes of RFE would be executed when the Reds "liberated" West Germany.

● Czechoslovakia has delivered a formal protest against Radio Free Europe to the U. S. State Dept.

● So desperate is Czechoslovakia to get Radio Free Europe off the air and out of its hair that the Czech ambassador to the U. S. recently hinted to a Scripps-Howard reporter that William Oatis, A.P. correspondent who has been jailed by the Czechs, would be released if RFE were silenced.

● The accuracy of RFE reports such as those concerning Stupinsky, the tavern keeper, and Comrade Absolonova, the seductress for the Secret Police, depends upon an extraordinary system of intelligence from inside the Iron Curtain. At this moment, according to reliable reports reaching RFE, Cominform agents throughout Europe are conducting a continent-wide search for Radio Free Europe's sources of information.

* * *

CZECH EXILES rehearse a broadcast to their countrymen behind the Iron Curtain. The singer whose face is marked out has relatives still living in Prague.

Radio Free Europe went on the air on the Fourth of July, 1950, with a 7.5 kw shortwave transmitter near Frankfort. Last May Day it began operations with a new mediumwave transmitter at Holzkirchen, near Munich.

It is the Holzkirchen transmitter, which radiates 700 kw power by directional antennas, that has kicked up so much trouble for the Reds.

It was only two hours after Holzkirchen went on the air that Gottwald issued his blast at Radio Free Europe, and before that day was over the Reds in Czechoslovakia had put two powerful transmitters at work trying to jam the RFE signals.

RFE's Frankfort Station

RFE got warmed up for its job on its relatively weak Frankfort station, which beamed broadcasts at Bulgaria, Czechoslovakia, Hungary, Poland, Rumania and Albania, each of which countries received an hour and a half of programs per day. All programs were taped in New York. Those with time elements (like newscasts) were shortwaved to Frankfort for retransmission; others were airmailed.

Radio Free Europe, a branch of the National Committee for a Free Europe, decided at the outset to wage a no-holds-barred kind of psychological warfare. Robert E. Lang, director of RFE and former executive officer of OSS, program manager, writer and publicity ex-

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NARTB DISTRICT MEETS

Open in Roanoke Aug. 23-24

By J. FRANK BEATTY

THE new model NARTB, serving both radio and television, will be unveiled to the membership next week in the first of a three-month series of 17 district meetings.

Station executives will have their first view of the new operation, moving swiftly since President Harold E. Fellows took over a little more than two months ago. In that brief period he has started a series of projects designed to increase the efficiency and impact of the association in broadcasting and television affairs. More changes are in the works.

Opening at the Hotel Roanoke, Roanoke, Va., Thursday-Friday, Aug. 23-24, the annual district meeting schedule will run through mid-November (see UPCOMING, page 95).

Several other association meetings will be held during the period. These include a meeting of the TV Board, scheduled Sept. 6-7 at the Cavalier Hotel, Virginia Beach, Va.; meeting of the full TV Program Standards Committee Oct. 2-3 in Washington or Chicago, winding up a series of subcommittee sessions; meeting of the association's TV members at the Stevens Hotel, Chicago, Oct. 19; meeting of the combined NARTB Radio and TV Boards in Washington in early December.

While the district meeting programs will be built around radio, individual directors will arrange time and speakers for television members as their local situations indicate. TV members of NARTB are expected to attend the district sessions along with AM members.

The district meetings open with an AM membership of approximately 950 plus around 350 FM, 69 TV and about 70 associate members.

NARTB's 17 district directors are expected to invite as guests some of the non-member stations whose operators have evinced an interest in association activities.

Thad Brown, NARTB's TV director, is to attend the first meeting at Roanoke but it was felt at headquarters he would be unable to make the district circuit because of the critical Washington situation.

A new phase of this year's meetings is expected to be a program spot for the military. Preliminary plans are under way for participation of military spokesmen at each of the 17 meetings.

Fellows at all Meetings

President Fellows plans to attend all 17 meetings. Accompanying him will be Richard P. Doherty, employe-employer relations director, and John W. Hardesty, station relations director. Robert K. Richards, public affairs director, and Ralph W. Hardy, station relations director, will alternate, with Mr. Richards attending the Roanoke meeting and after that the western districts and Mr. Hardy attending all eastern meetings.

Harold Essex, WSJS Winston-Salem, N. C., will open the Roanoke meeting as District 4 director. After routine announcements and committee appointments he will introduce NARTB associate members and Carl Haviland, BMI president. BMI will hold a clinic Wednesday, Aug. 22, one of a nationwide series. Mr. Fellows will take part in this clinic.

Mr. Richards will give an illustrated talk on functioning of the new NARTB and review such activities as the Voice of Democracy contest. He will be followed by Mr. Hardy, who will discuss government and industry relations. At the remaining 16 district meetings these talks will be combined. Mr. Richards will also conduct a clinic on the place of news in the station operating picture.

No Luncheon Speeches

No luncheon speakers are scheduled at Roanoke. The afternoon will be devoted to a talk by Mr. Fellows on radio's role in the national scene, with emphasis on a question-answer format and discussion by members.

Much of the TV discussion around the district circuit will come from the floor, with TV operators going into actual operating problems and how they have been handled.

Concluding the first day at Roanoke will be a cocktail party, unless a social program is arranged for the evening.

Most of the second morning will be occupied by Mr. Doherty. He will take up such matters as basic yardsticks for sound management, staff problems, personnel costs and

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* * *

ARMY PROPOSAL for participation of military in NARTB district meetings was discussed Wednesday at a conference between Maj. Gen. F. L. Parks, Army information chief, and NARTB officials. L to r: Harold E. Fellows, NARTB president; Maj. Gen. Parks; Robert K. Richards, NARTB public affairs director; Col. E. M. Kirby, chief Radio-TV Branch; C. E. Arney Jr., NARTB secretary-treasurer.

LAUDS WORKSHOP

NARTB Gives Support

NARTB will throw its support behind the Ford Foundation's Television-Radio Workshop, President Harold E. Fellows told BROADCASTING • TELECASTING Thursday.

Terming the workshop project a "far-sighted, pioneering action," Mr. Fellows said the foundation's decision to improve the public welfare via mass circulation of cultural programs constituted recognition of the achievements of established media.

As conceived by the foundation, the workshop is an "appropriate effort" by an organization which came into being because Henry Ford worked on behalf of the free enterprise system, Mr. Fellows suggested.

Mr. Fellows said:

The foundation trustees have taken this far-sighted, pioneering action in the belief that even though specialized uses of television may develop, commercially operated stations are best equipped to accomplish the foundation's purpose: Overall improvement in the public welfare through the mass distribution of cultural programs designed to attract widest possible interest and attention.

Thirty years of American broadcasting demonstrate the validity of the trustees' judgment, that the way to do the big job is to use established and proven media.

James Young, consultant to the foundation, whose espousal of this plan has contributed so much to its accomplishment, deserves and will get the complete cooperation of American broadcasters, I am sure. He may be certain of the gratitude of the NARTB, and accept this pledge of its full understanding and desire to help.

Most significant in this action is the fact that the Ford Foundation trustees have recognized and seek to utilize a medium nurtured in the tradition of free enterprise. There could be no more appropriate effort by an organization which came into being because a great American devoted his energies, his ingenuity and his affection to that way of living.

FORD'S FIRST

On Solving Local Problems

INAUGURAL program of the Ford Foundation's new Television-Radio Workshop [BROADCASTING • TELECASTING, Aug. 6] will be an adult education series designed to show how people solve community problems at the local level with minimum outside help and will start on CBS Radio in November.

Plans for the series, to be known as *The People Act* and to be heard weekly, were announced in a statement for release today (Monday) by Dr. Milton S. Eisenhower, president of Pennsylvania State College and chairman of a national committee created to advise and assist in the project.

Under the foundation's workshop plan, which has $1.2 million of foundation funds "immediately available," radio and TV programs combining "cultural, public service and entertainment qualities" will be created and offered free to commercial broadcasters. They will be available for commercial sponsorship, in which case the broadcaster will recover his time costs and the workshop its production costs.

Emphasis on Television

Though the workshop's major emphasis will be on television programs, the inaugural project is for radio. Elmore McKee of New York, who originated a similar radio series for the 20th Century Fund last year, has been named director of the project, and Ray H. Smith, former deputy secretary of commerce for Pennsylvania, has been named educational director with an office at State College, Pa., where Pennsylvania State College is located.

The half-hour series on CBS Radio will be produced by a staff headed by Irvin Gitlin, under the supervision of Stuart Novins, associate director of CBS public affairs, in cooperation with Mr. McKee. It is tentatively slated for early Sunday afternoon showing. Sponsorship has not been set.

Already in production, the series will present tape-recorded stories of how people are solving pressing local problems. Voices of the actual people involved will be used. The stories will come from both rural and urban area throughout the nation, and will be selected for

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for the drinker who is out of control. He suggests only that many have been helped by Alcoholics Anonymous, the National Committee on Alcoholism and by public health centers equipped especially for such treatment.

This series is being released by the Communication Materials Center of the Columbia U. Press, which has had experience in handling ticklish subjects on the radio. Its series on venereal disease a couple of years ago received wide acclaim.

The new series, skilfully written and narrated by Mr. Back (who is an ABC newscaster), should do as well as the earlier one, and perhaps better.

IN REVIEW . . .

THE LONESOME ROAD, in eight quarter-hours, tackles the misunderstood problem of alcoholism with restraint and sympathy at no sacrifice of candor.

No attempt is made to pretty up the alcoholic's life ("Sunday is when things started going haywire for me. The match stems started getting up off the floor and turning into little people playing banjos") or to minimize the trials of a cure ("I tried everything for my husband, put him in hospitals, sometimes even called the police, and then I even left him").

Program: The Lonesome Road, a series of eight quarter-hour radio programs.
Produced by: Communication Materials Center, a division of the Columbia U. Press, New York.
Price per set: $40.
Writer and Narrator: Gunnar Back.
Production Manager: Dorothy Oshlag.

But the prevailing tone of the series offers hope. Alcoholics can be reclaimed if they are accorded patient care. Says the wife of a recovered drunk: "The first thing to realize is that alcoholics are sick. You have to discard anger, hatred, abuse, harsh words."

The sentence with which Gunnar Back, writer and narrator, opens the series, is a good statement of the nature of the shows: "We're going to talk for awhile now about drunkenness in your town, but this time not with the futile anger and scorn of the past."

Some of the most effective parts of the programs are interviews with people who have had bitter personal experiences with compulsive drinking.

They range from a panhandler on Skid Row to a well-to-do housewife, illustrating Mr. Back's point that alcoholism exists in all kinds of neighborhoods, and from middle-aged executives to teen-age girls ("I'd be fine up to a point and then I'd go to pieces. I drew blanks at a very early age").

Mr. Back offers no quick cures

CAMEO THEATRE on July 30 discovered the dope menace in a drama that survived a bleak script because of some of the most imaginative camera work and direction to be found anywhere. The plot, if that is not too strong a word, centered around an actress' cure of the drug habit. Ilona Massey was admirably distraught as the addict, bearing up well despite such lines as: "Merciful God, why don't you let me die?" Lorence Kerr, as her husband and father of her 4-year-old son, was as effective as possible considering his dialogue. Sample: "I won't have this boy brought up in the same house with heroin."

The vehicle was played and produced better than it had a right to be. *Cameo* substitutes creative direction for cluttered scenery, can get more mood out of a close-up of a face or a single prop than many other shows get out of $10,000 worth of settings.

The camera on *Cameo* is irrepressibly inquisitive, at times creeping right up to a talking mouth to catch important lines.

Program: Cameo Theatre, "The Third Time," July 30, NBC-TV, Monday, 8-8:30 p.m.
Sponsor: Noxzema.
Agency: Sullivan, Stauffer, Colwell & Bayles, New York.
Devised and produced by Albert K. McCleery.
Director: David Crandall.
Technical Director: Heino Ripp.
Writer: Harry W. Junkin.
Cast: Ilona Massey, Lorence Kerr, Dan Morgan, Rita Shaw, Phil Sterling, Roger de Koven, Jane van Dyke.

The first commercial was inserted, perhaps intruded would be a better word, immediately after the actress had been established as a heroin addict. The scene faded just as Miss Massey was about to plunge a needle in her quivering arm, and a film of a happy family of picnickers appeared. In unison they were smearing themselves with Noxzema to ease sunburn, insect bites, and other afflictions that seemed absurdly inconsequential compared with Miss Massey's ordeal.

NBC RADIO DRIVE

$720,200 Promotion Underway

A $720,200 CAMPAIGN to promote radio, based on the theme that "People Sell Better Than Paper," was inaugurated last Thursday by the NBC radio network.

The campaign will use five network radio programs and 14 national business and trade journals and will run for the rest of this year and perhaps into 1952. Officials said it will be conducted in conjunction with NBC's cooperative audience promotion campaign, which is to be intensified during the fall.

The advertisements will emphasize that radio is the most persuasive and most economical mass sales medium and will stress NBC as the best buy for network radio advertisers. NBC's "Tandem" plan of sponsorship, its economy and flexibility, will be emphasized.

Initiation of the drive was announced by Jacob A. Evans, NBC manager of radio advertising and promotion.

As part of the drive, time normally allotted to commercials on five NBC nighttime radio shows will be used to promote network radio in general and NBC in particular. These shows are:

You Can't Take It With You, Sun., 6-6:30 p.m.; *Boston Pops Orchestra*, Mon., 10:30-11 p.m., segment only; *American Portraits*, Tues., 8-8:30 p.m.; *Screen Directors Playhouse*, Thur., 10:30-11 p.m., segment only; and *Al Goodman's Musical Album*, Sat., 9-9:30 p.m.

Varied Publications

The 14 publications which will carry the NBC ads include, in addition to leading radio advertising, and entertainment trade journals, a number serving a wide variety of other fields such as drug, food, automotive, and confectioner trades.

Mr. Evans said the purpose of the campaign is to show both advertisers and the general listening public that network radio is the most powerful and farthest reaching advertising medium in existence, and that its economy is such that any businessman seeking to increase sales should not overlook it.

He cited the statement by John K. Herbert, NBC vice president in charge of sales for the radio network, that "radio is the most effective seller of mass audiences of any of the five major media types—newspapers, magazines, supplements, radio and television. Network radio sells more goods to more people at a lower price than any other media type available."

The NBC campaign, Mr. Evans said, will demonstrate the truth of that statement.

BUYS KVOB

LeBlanc Gets 70% of Stock

SEN. DUDLEY J. LeBLANC, the man who sparked Hadacol tonic into a nationwide commercial miracle, has bought KVOB Alexandria, La., about 100 miles from his hometown, Lafayette. The station operates on 970 kc with 1 kw power.

Application is scheduled for early filing at the FCC by Haley, McKenna & Wilkinson. Sen. LeBlanc is buying majority interest in the licensee, Central Louisiana Broadcasting Corp., for $58,000 from Louisiana Baptist Convention, holding over 70% of stock. Terms call for $20,000 down payment, with the remaining $38,000 payable over a two-year period.

Sen. LeBlanc has long conceded that much of Hadacol's pyramiding sales volume can be credited to use of large blocks of time on hundreds of stations. His radio buyers have obtained attractive rates on a volume-discount basis.

LIBERTY STOCK

Cullen Buys Part Interest

LIBERTY Broadcasting System refueled financially last week with more Texas oil.

Houston Oilman H. R. Cullen bought a part interest from Oilman Barton R. McLendon, chairman of the board, and his son, Gordon, president and founder.

The amount of stock Mr. Cullen bought and what he paid for it were not disclosed.

But President Gordon McLendon said "his interest in the Liberty network will permit us to accelerate our national radio and television plans that much more rapidly."

Liberty already claims to be the world's second largest network, with 431 affiliates in 43 states, Hawaii, Alaska, and Japan.

"The demand for stations desiring to affiliate," said Mr. McLendon, "indicates that Liberty will become the largest network in the world."

It has grown to its present stature, with 16 hours of programming a day, since Mr. McLendon formed it in 1948 as a sports network.

The new part owner is chairman of the board of regents of the U. of Houston and is known as the "father" of the school. He is described as one of the south's leading philanthropists who has given "many millions" for hospitals, educational and charitable institutions.

Mr. Cullen's acquisition of a part interest in the network was not unheralded. Chairman Barton McLendon told BROADCASTING • TELECASTING a month ago that additional financing was "imminent" in furtherance of a steady expansion program [BROADCASTING • TELECASTING, July 16].

FCC NEWSPAPER POLICY

S-H Asks Review

By EARL ABRAMS

SUPREME COURT has been asked to rule on FCC's 10-year-old anti-newspaper policy for the first time.

In a petition for a *writ of certiorari* (request that the court accept the case for review), Scripps-Howard Radio Inc. last week told the court it was necessary to have a definitive ruling clarifying the constitutionality of FCC's policy on newspaper ownership of broadcast stations.

That policy, essentially is that where there are two or more applications for a broadcast facility, all other things being equal, FCC will favor the non-newspaper applicants on the grounds that such an action "diversifies the media of communication" in a community and is in the "public interest, convenience and necessity."

Scripps-Howard petition is an appeal from the May 10, 1951, decision of the U. S. Court of Appeals affirming the 1949 FCC grant of 5 kw AM station WERE on 1300 kc to Cleveland Broadcasting Inc. [BROADCASTING • TELECASTING, May 21].

FCC granted the broadcast facility to the Cleveland Broadcasting on the grounds it was locally owned, and that it promised grater local management integration than did Scripps-Howard. At the same time, the Commission frowned on Scripps-Howard's newspaper affiliation in that city *(Cleveland Press)* in line with its established policy.

Local Ownership

Cleveland Broadcasting is owned by a group of local businessmen, including Ray T. Miller, former Mayor of Cleveland; Robert J. Bulkley, former Ohio Senator; Paul Aiken, present Assistant Postmaster General; Alvaney Johnston, head of the Brotherhood of Locomotive Engineers, among others.

Petition to the Supreme Court asks that it take the case to decide these main points:

(1) Whether the FCC has the statutory authority or discretion to discriminate against an applicant because it is owned or controlled by a newspaper?

(2) Whether the FCC can prefer an applicant just because he has a greater extent of local ownership or integration of local owners in the management than a competing applicant?

Nub of the Scripps-Howard complaint is that it was denied an AM grant substantially because it was owned by a newspaper chain.

Although there may be greater local ownership and management integration on the part of Cleveland Broadcasting, the Scripps-Howard petition states it would have furnished better service to the community. It calls FCC's ownership and management reasons for making the grant to Cleveland firm "mere make-weight."

"If the Commission's preconceived view that newspaper affiliation is a ground for disqualification because the licensing of such an applicant 'tends to concentrate the control of the media of mass communication' is an authorized standard, no hearing is required to establish that one applicant is associated with a newspaper since that fact will be disclosed in the application. Manifestly the purported holding of a hearing upon such an issue is a mere sham and pretense," the petition declares.

Importance of the question, Scripps-Howard indicates, is in the number of newspaper-owned broadcast stations and, particularly, TV applicants. Brief states there are 382 AM stations, 230 FM stations and 45 TV stations owned by newspapers. Of more than 400 TV applications now pending in FCC files, more than 90 are from publishing or affiliated applicants, it states.

One aspect of the unfairness of the FCC's policy, Scripps-Howard attorneys point out, is this:

If a newspaper applicant is unopposed, he is pretty sure of getting a grant. If, on the other hand, he has competition, he is just as sure of not getting the grant.

That does not square with the principle the FCC propounds, they say.

Principle could be extended to other groups, the petition asserts. It quotes a decision in the 1942 Stahlman case in which Judge Groner of the U. S. Court of Appeals wrote that if the newspaper ban were permitted, FCC could exclude "schools and churches. . . [and the ban] might be applied wherever the Commission chose to apply it."

Even Congress has taken cognizance of FCC's bias to newspaper applications, the petition states. It cites a 1947 bill introduced by Maine Senator White, then chairman of Senate Interstate & Foreign Commerce Committee (and father of the Communications Act), as well as the original version of the 1949 McFarland bill. Both, the petition says, contained a provision specifically forbidding the FCC from discriminating against any class of applicant). Reintroduced McFarland Bill (S 658) has passed this session's Senate—without that provision, however. It is now before the House Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, June 25].

Would Reinsert Clause

Recently there have been indications on the Hill that some House committee members were interested in reinserting that clause in the McFarland Bill [BROADCASTING • TELECASTING, July 23].

General opinion among Washington attorneys is that the Supreme Court will not take the case. They claim it is not the kind of case to interest the justices. They do admit that the principle should have a definitive ruling, but they feel this is not the right case.

One legal wag moaned: "If they do take it, I'm afraid they'll affirm the FCC's right to take newspaper ownership into account. Then where'll we be?"

Scripps-Howard Radio owns WEWS (TV) Cleveland *(Cleveland Press)*; WCPO-AM-TV Cincinnati *(Cincinnati Post)*; WMC and WMCT (TV) Memphis *(Memphis Commercial Appeal* and *Press-Scimitar)*; WNOX Knoxville. It is a subsidiary of the Scripps-Howard newspaper chain *(New York World-Telegram & Sun*, etc.).

Big newspaper ownership fight occupied the FCC and the industry from 1941 to 1944, during which time FCC "froze" all newspaper applications for broadcast stations. Hearing on the question of whether FCC should adopt a rule prohibiting ownership of radio stations by newspapers ran during 1941-42.

Petition to the Supreme Court was filed by Raymond T. Jackson and Joseph R. Fawcett of the Cleveland law firm of Baker, Hostettler & Patterson, and by George S. Smith and Harry P. Warner of the Washington law firm of Segal, Smith & Hennessey.

Solicitor General of the U. S. (and the FCC) has 30 days to file objections to the request, after which Scripps-Howard is permitted to file rebuttal. Informed circles do not expect the Court to decide whether to take the case or not before mid-October.

HAL THOMPSON (l), program director at KFJZ Fort Worth, receives a golden trophy from Charlie Jordan, station vice president, after winning KFJZ's First Annual 30,000 Cent Tournament. All 18 station employes who entered the tournament received some prize, with the one who finished last being awarded three golf lessons.

BASEBALL PROBE

Chandler Defends Media

A. B. (Happy) CHANDLER, former baseball commissioner, while taking a few pokes at some baseball club owners last Monday, also got in a couple of licks in radio and television's favor.

Ex-Sen. Chandler testified on baseball's reserve clause, which he defended, before the House Judiciary Monopoly Subcommittee. He has figured in the high-priced negotiations for baseball, winning for the sport a six-year radio-TV package contract for coverage of World Series games and the All-Star contests.

Mr. Chandler's testimony came amid growing apprehension of committee members that radio-TV could face wholesale restrictions in the professional sports world.

Baseball broadcasts serve the public interest, Mr. Chandler emphasized. The only condition, he said, is the necessity for a "respectable sponsor."

The former Kentucky Senator was deposed as baseball's czar July 15 when club owners failed to renew his six-year contract.

Mr. Chandler appeared to be in disagreement with George C. Trautman, president of the National Assn. of Professional Baseball Clubs, when the minor league head testified a week ago Friday [BROADCASTING • TELECASTING, Aug. 6].

Mr. Chandler said he did not think broadcasting of ball games had hurt attendance in either the major or minor leagues.

Mr. Trautman had said saturation of minor league territories by big league broadcasts is hurting attendance and is the sport's biggest problem.

Possible new restrictions arising against broadcasts and telecasts of "professional sports events," should legislation pass exempting baseball from anti-trust laws, came up when Sen. Ed C. Johnson (D-Col.), chairman of the radio-communications committee in the Senate, testified Tuesday.

While familiar with broadcast problems as the key legislator in matters concerning the medium before the Senate, the Coloradan also is president of the Western League, a Class A minor league operating in his home state, in Nebraska, Iowa and Kansas.

He also is sponsor of a bill (S 1526) pending in his Senate Interstate Commerce Committee, identical to those before the House subcommittee and which led to its baseball probe. The legislation would exempt baseball and other professional sports from provi-

(Continued on page 97)

SEALY MATTRESS

Scores A Sales Scoop

Commercial copy theme for thrice weekly The World Today *is discussed by Alvin Wilder (standing), head of Alvin Wilder Adv. Agency, with Joe Willins (l), Los Angeles factory manager, and Seniel Ostrow, president of Sealy Mattress Co. of California.*

* * *

A 500% sales increase is the harvest reaped by Sealy Mattress Co. of California as the result of a 10-year campaign which devotes 90% of its advertising dollar to radio.

This amazing success story, which places Sealy mattresses in the number one bracket in sales among standard brand mattresses on the West Coast, is the result of far-seeing coordination between three men. They are Seniel Ostrow, president of the California mattress company; Joe Willins, Los Angeles factory manager, and Alvin Wilder, head of Alvin Wilder Adv. Agency, Los Angeles, which services the account and created the campaign.

Key to the firm's spectacular rise has been its consistent use of radio and acute awareness of the type of audience its radio dollar is reaching, according to Mr. Ostrow.

Radio Lauded For Role In Furthering Policy

"Radio has created for us a tremendous good will, both on the part of the dealer and the consumer," Mr. Ostrow said. "It is the one medium which has brought Sealy products before the public effectively and fits perfectly with the Sealy corporation's national advertising support.

"The fact that our radio advertising has pre-disposed most potential mattress buyers toward Sealy has also been a large factor in increasing retailers' interest in Sealy merchandising and promotions," he continued.

The firm's radio advertising has consisted of public service programs—news and news analysis—on a local and regional network basis. Spot announcement schedules are also used at various times on selected California stations. Currently Sealy sponsors *The World Today* on eight CBS California stations, Tuesday, Thursday and Saturday, 5:30-5:45 p.m. (PST).

Periodically active in California radio since 1924, it was not until 1940, following appointment of Alvin Wilder Adv. Agency, that Sealy began its first sustained advertising campaign.

Sealy Mattress Co., organized in Sealy, Tex., in 1881, started a system of enfranchised manufacturers in the early 1920's as the first step in its campaign to increase national distribution. Mr. Ostrow, now operating factories in Los Angeles and Oakland, became owner of the California franchise. He had been a leading mattress manufacturer prior to that time.

On acquiring the account, Mr. Wilder made a study of the firm's 1940 market position. Then he drew up a presentation embodying techniques which are still used with great effectiveness.

Presenting it to Joe Willins, the agency soon had an ally who was to help convince Sealy executives that radio was the one medium which could enable the firm to capture a goodly share of California's quality mattress market.

Mr. Wilder's proposed campaign stressed the essentials of all radio timebuying—program and copy. Seldom has either captured its intended audiences so completely, agree the mattress company executives.

News and news analysis programs, scheduled during late afternoon, was the recommendation. Reasoning that mattresses are a purchase which families discuss among themselves before buying, Mr. Wilder sought in news analysis a type of programming that would place copy before the *entire* family, rather than a show with a predominantly male or female audience.

Himself a news analyst, Mr. Wilder knew from audience figures that analysis programs ranked highest with the type of listener his client wanted to reach.

Late afternoon time for broadcast was selected, according to Mr. Wilder, because during that period, just before the evening meal, listeners already tired from the day's activities, are much more receptive to Sealy's slogan—"Sleeping on a Sealy Is Like Sleeping on a Cloud"—than they would be during other key news periods of early morning or late evening.

First Show Doubles Sales in 90 Days

The firm started its campaign in early 1940 with a weekly Sunday program on KECA Los Angeles. Within 90 days the program had doubted Sealy local sales, according to Mr. Willins. The firm's advertising budget went up accordingly.

The Sunday series, *A Layman's Views of the News*, with Mr. Wilder as analyst, went NBC Pacific Coast about a year later. This was supplemented some time later with news commentaries on CBS and Don Lee California stations.

Sealy experimented with Cecil Brown thrice weekly in an early morning time on Don Lee California stations, for several months.

Harry Flannery, news analyst, was bought on eight CBS California stations, thrice weekly, in the summer of 1948, with Sealy utilizing the 5:30 p.m. time slot. He was followed by Charles Collingwood a couple of months later on that same list of stations. When CBS transferred Mr. Collingwood to its Washington bureau in the fall of 1949, Chet Huntley became news analyst on that program, continuing the thrice weekly schedule.

Keying its news programs to the critical events of the Far East and rotating correspondents to bring a monthly change of personnel and a fresh viewpoint to West Coast listeners, CBS changed format and title of the 5:30 p.m. program in March 1951. It became *The World Today* and Sealy continued to sponsor it thrice weekly.

Then Chet Huntley left the CBS Hollywood news staff and joined ABC as a news analyst. Sealy, reasoning that he would hold part of his listenership, immediately sponsored Mr. Huntley for 13 weeks on ABC California stations on a twice weekly late afternoon schedule.

Sealy of California can devote 90% of its advertising budget to radio because of two unique reasons, according to Mr. Wilder.

"First is display advertising support, in the form of regular schedules in national magazines, and second, point of sale merchandising and display material, both furnished by the parent Sealy Corp. of Chicago."

Mr. Wilder recalled that when Sealy began its California radio campaign, it was the only one of 28 franchise holders to use that medium. Today more than half the franchise holders have their own radio campaigns under way, inspired by the California success.

Sealy copy, as designed by Wilder Adv. Agency, has blazed

(Continued on page 82)

One of a Series

RAW MATERIALS
Application Deadline Extended

DEADLINE on applications by manufacturers of radio-TV receivers, phonographs and other consumer durable goods for fourth-quarter allotments of certain raw materials has been extended to this Wednesday, the government said last week.

Extension of the dealine from July 31 to Aug. 15 was announced by the National Production Authority as the government moved officially to place all non-essential civilian goods under its Controlled Materials Plan beginning Oct. 1.

In a word, this was interpreted by Manley Fleischmann, Defense Production Administrator, as meaning that electronics and other producers will operate under a system whereby they may draw "a certified check on a bank account of existing materials" (steel, copper and aluminum). NPA is the operating agency of the Defense Production Administration.

At the same time there were indications that NPA will tighten its restrictions on new building construction across the board, without distinction between types of projects but with closer scrutiny of the factor of "essentiality." This was the consensus of authorities following NPA's imposition of a temporary freeze on new construction [BROADCASTING • TELECASTING, Aug. 6].

Radio-TV set manufacturers are instructed to file on CMP-4B applications, which with recent modifications permits them to apply for materials to be used in a wide range of products. As a typical example: Admiral or Philco Corp. would be able to vary flexibility of manufacture between refrigerators and radio, television or phonograph sets [BROADCASTING • TELECASTING, Aug. 6]. Forms may be obtained at all field offices of the Commerce Dept.

Failure of set-makers to file bids for fourth-quarter allocations, Mr. Fleischmann warned, "could result in serious difficulties in their obtaining production materials." The applications are needed as an aid in determining whether they should receive the materials "in order to assure them the quantities needed to maintain their authorized output of civilian goods." Mr. Fleischmann reviewed civilian production initially on a 450-station MBS broadcast last Tuesday, 10:30-11 p.m. (EDT).

The consensus on more stringent cutbacks in broadcasters' building construction and minor alteration projects was unofficial but still authoritative. Authorities said the demand for steel alone is over double that of available supply, and felt that officials will review more closely such factors as essentiality to the defense effort, community hardships, public health and safety, civilian defense and labor dislocations.

In any event, government officials doubtless will not approve of any applications where the FCC has not granted a construction permit or issued a license, it was emphasized.

Construction already underway for which materials have been allotted is not affected by the freeze, which will thaw out Oct. 1, giving broadcasters with approved bids authority to commence building together with an allotment of materials. Projects utilizing less than 200 pounds of copper, two tons of steel or any quantity of aluminum need no authorization. Broadcasters contemplating future construction may file, however, on CMP-4C with NPA Washington headquarters.

The definition of "commence construction" has been redefined by the government to mean "incorporating into a building, structure or project, a substantial quantity of materials which are to be an integral part . . ." Provision for "site clearance" was deleted.

AD BUDGETS
Effective Date Postponed

OFFICE of Price Stabilization last Thursday indefinitely postponed the date—today (Monday)—that the new ceiling price manufacturers' regulations were to have gone into effect.

Included in the order is Ceiling Price Regulation 22, which only a few days earlier, OPS had reminded would still have to be followed since it had been issued before the newly written Defense Production Act.

Action was taken, according to the OPS, to give the agency more time to work out methods for putting into effect regulations permitting new cost allowances to be added to rollback ceilings, as contained in the amended act's formula, known as the Capehart amendment, named after its sponsor Sen. Homer E. Capehart (R-Ind.).

This new formula leaves room for a firm to apply advertising and selling costs to its product in setting price ceilings [BROADCASTING • TELECASTING, Aug. 6].

Overhead Costs

CPR 22 and its companion regulations on ceiling prices do not provide for increases in overhead costs, an issue that has been criticized because of fears that advertising budgets might be out in maintaining ceilings.

The Capehart amendment permits increases (or rollbacks) on manufactured products after all costs are added to the base period —the highest price between Jan. 1, 1950 and June 24, 1950. This would allow the manufacturer to add costs increased during the June 24 to July 26, 1951 period.

MORE CBS CHANGES
New Space Leased

THE PROCESS of filling up the blank spots in the organizational structures of the new CBS Radio and CBS Television Divisions continued last week, with new appointments in both units.

At the same time it was reported that CBS has leased six floors of a new seven-story building on 52d St., a short distance from its New York headquarters, and that the CBS Radio Division will occupy the space beginning about October. The building, at 55-61 East 52d St. adjacent to the CBS studio building, is slated for completion this fall. Though details were not made known, officials have disclosed plans to house the Radio Division "in its own contiguous quarters."

Among last week's appointments were these:

W. Eldon Hazard, formerly assistant sales manager of the CBS network, was appointed sales manager of the CBS Radio Network.

Arthur Duram, market research counsel for CBS Television since February 1950, was appointed assistant sales manager for CBS Network Television.

Robert Kelleher, formerly on the sales and promotion staff of *The Tablet*, Catholic weekly, was named assistant promotion manager of WCBS New York.

Earlier, Carl Burkland, who has been general sales manager of Radio Sales, Radio & Television Stations Representative, was given the position in charge of CBS-owned radio stations.

Reports meanwhile circulated that Carl Ward, assistant general manager and general sales manager of CBS-owned WCCO Minneapolis, would be named general manager of WCBS New York; that Wendell Campbell, manager of the Chicago office of network sales, would get the appointment as Radio Sales manager for the Radio Division; and that William Shaw, eastern sales manager of Radio Sales, would become general manager of CBS-owned KNX Hollywood.

Mr. Duram

Mr. Hazard

* * *

In his new post of sales manager of CBS Radio Network, Mr. Hazard will supervise CBS Radio Network sales departments in New York, Detroit, Chicago and Los Angeles. His appointment was announced by John Karol, Radio Division vice president in charge of network sales. Mr. Hazard joined CBS in 1940.

Duram's Duties

Mr. Duram's new post of assistant sales manager for the CBS Television Network, announced by David V. Sutton, Television Division vice president in charge of network sales, puts him in charge of black-and-white television sales, under Mr. Sutton. Mr. Duram has been with CBS since 1949 and formerly served CBS-owned WBBM Chicago for two years.

Mr. Kelleher, named assistant promotion manager of WCBS, was with Bermingham, Castleman & Pierce for two years before joining CBS Radio, and previously was a space salesman for the *New York Sun* for nine years. His appointment was announced by Robert G. Patt, director of advertising and sales promotion for WCBS-AM-TV.

RACE RESULTS
Station 'Flashes' Charged

CHARGE that radio stations are supplying flash news on race results, "beating us by 10 minutes right now," was made before the Senate Crime Investigating Committee last Wednesday by a Baltimore news distributor.

Leonard J. Matusky, president of Worldwide News & Music Service Inc., Baltimore, said the presentation over stations has been speeded up since his service was restricted by investigations and "bad publicity."

"They'll even break a record to give a race result," he asserted. Mr. Matusky said he heard an announcer boast that he was giving results of a race that had run only seven minutes before.

Another witness before the committee, Harry Bilson of Baltimore, an official of Howard Sports Daily, said radio generally was supplying race news information to Washington, D. C. He said he did not serve the District of Columbia because of the existence of an "agreement." He told the committee that radio, particularly WGAY Silver Spring, Md., suburban Washington (licensed to Tri-Suburban Broadcasting Corp., operating on 1050 mc with 1 kw day), broadcast the information "faster than we can."

Meanwhile, the National Assn. of Attorneys General last Thursday called on Congress to strengthen federal laws outlawing gambling and horserace syndicates. Group urged enactment of a wire-service act to prohibit transmission of gambling information across state lines by telephone, telegraph, teletype, radio or other means of communication.

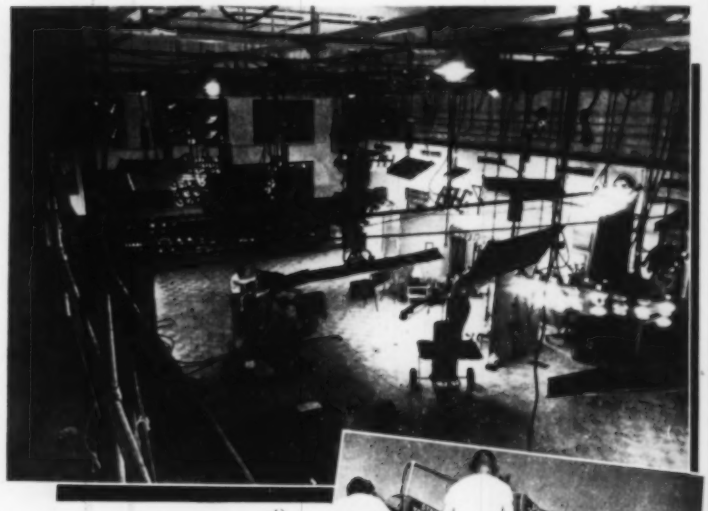
• AUDIENCE
• HOOPER
• COVERAGE . . . . . F A

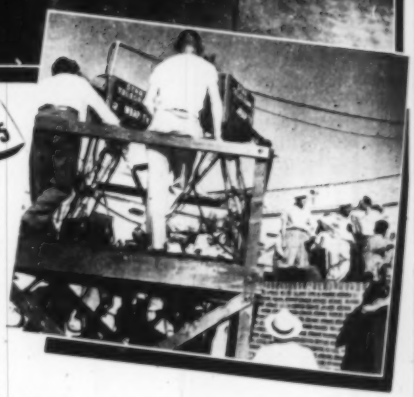
Give WBAP'S Reason

WBAP-TV

The WBAP "success" story of audience, Hooper and coverage is attributable in part to its unmatched facilities. This aerial shot, to the left, of WBAP's building and tower gives an idea of the size of the plant which nestles in an 84 acre area. The tower is 502 feet tall and reaches 1138 feet above sea level assuring WBAP-TV's complete coverage of it's wealthy 16 county area – the South's top ranking money market.

There are some 70,000 square feet of floor space in WBAP's studio-office building comprised of six radio studios, each individually acoustically designed, and each having its own control room, three television studios, TV dressing rooms, and supply, maintenance and storage facilities. It requires a staff of 153 to keep this vast and complete arrangement of TV, AM and FM facilities operating.





1. The commercial film department is fully equipped to make any type film commercial either in the studio or "on location." Facilities for making sound-on-film commercials include the Maurer Sound Recorder. Camera equipment includes Bell & Howell, Cine Special and the Auricon 1200.

2. The art staff is made up of highly skilled artists, qualified for every type of art work including the most complicated animation.

3. A portion of WBAP's film laboratory with its two Houston developers, Bell & Howell Model J 16mm contact printer, Art Reeves sensitester and complete still picture equipment.

4. TV Studio No. 1, besides taking care of huge sets and background scenes, has housed elephants, automobiles, trucks, fire wagons, the famous Budweiser horses and wagon, sailboats and gliders. This is TV at its biggest and best!

5. WBAP's "portable" TV station! Equipped to handle up to four cameras, this remote truck is used for wrestling, baseball, and all kinds of special events and public service features.

CILITIES!

for Leadership in the South's No. 1 Market

WBAP AM

And, here is the great story at a glance, of WBAP-820 and WBAP-570! WBAP-820 . . . 50,000 watts, clear-channel . . . daytime BMB 976,380 families, 291 counties, 8 states; nighttime BMB 1,078,200 families, 511 counties, 16 states. WBAP-570 . . . 5000 watts . . . daytime BMB 656,850 families, 193 counties, 2 states; nighttime BMB 581,810 families, 190 counties, 2 states.

There are six radio studios each with its own individual acoustical design. Each radio studio has its own color scheme and control room. The two large radio studios measure 40 x 26 x 21.

Master control for studio switching is equipped to handle ten channels simultaneously. Fairchild Heated Stylus Kits are available upon request.

Complete remote equipment is available.

The WBAP-820 and 570 transmitters are located at Grapevine, halfway between Dallas and Fort Worth.

For the South's finest facilities, it's WBAP-AM, FM and TV!

6

7

8

9

6. One of WBAP's six radio studios. The measurements are 40 x 26 x 21. Each studio has its own color scheme and control room and is specially acoustically designed.

7. Master control handles the three channels required for WBAP-820, WBAP-570 and FM, plus the facilities to control seven other channels simultaneously.

8. Recording facilities include the latest 73-B RCA Disc Type recorders, Model 300-C Ampex Tape recorders, RCA 70-D turntables and complete field recording equipment. (Fairchild Heated Stylus Kits are available upon request.)

9. The Fourth Estate in radio and television! Nineteen newscasters, rewrite men, reporters, cameramen and film editors make up the news service staff of WBAP, one of the largest in the nation. WBAP-TV carries a five-a-week Texas Newsreel series in addition to the numerous newscasts aired by WBAP-AM and FM. In 1948, the National Association of Radio News Directors voted WBAP-TV's Texas News the best in the nation.

WBAP AM-FM-TV 570 - 820 Channel

5

DON'T BE SPOTTY WITH YOUR SPOTS . . . REACH **ALL ALL ALL**

The Fabulously Rich Fort Worth-Dallas Market

STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National Representatives

AMON CARTER, *President*
HAROLD HOUGH, *Director*
GEORGE CRANSTON, *Manager*
ROY BACUS, *Commercial Mgr.*

NBC WINS AWARD
In National Musical Poll

SPECIAL award for "the network which consistently through the year served most faithfully the cause of serious music" went to NBC last week in the results of *Musical America* magazine's eighth annual national radio poll. It is the fifth year NBC has won the award.

In the balloting on TV music, ABC's telecast of opening night at the Metropolitan Opera won first place. The poll was conducted among 850 music critics and editors of newspapers in U. S. and Canada.

Arturo Toscanini continued his straight sweep of first place as regular symphony conductor, and his NBC symphony presentation of the Verdi "Requiem" was named the outstanding musical broadcast of the year. The *Telephone Hour* (NBC) won for the eighth time as orchestra with featured artists.

Voting for the best Metropolitan Opera broadcast (ABC) put "Fledermaus" first, and ABC's *Metropolitan Auditions of the Air* placed first in the opera program category.

Other winners: *NBC Summer Symphony; Fine Arts Quartet* (ABC); *New York Philharmonic-Symphony* (CBS); *Longines Symphonettes* (CBS, WOR New York and local); *Milton Cross*, ABC announcer-commentator; *Concert of Europe* (ABC); *Robert Shaw Chorale* (NBC).

July Box Score

STATUS of broadcast station authorizations and applications at FCC as of July 31 follows:

	AM	FM	TV
Total authorized	2388	658	109
Total on the air	2286	647	107
Licensed (All on air)	2254	543	81
Construction permits	134	114	28
Conditional grants		1*	
Total applications pending	1010	171	496
Total applications in hearing	261	7	179
Requests for new stations	282	7	424
Requests to change existing facilities	232	32	33
Deletion of licensed stations in July	1	4	
Deletion of construction permits	1	1	

* On the air.

Gillette Renews

GILLETTE Safety Razor Co. has renewed for the eighth consecutive year its sponsorship of *Cavalcade of Sports* Friday evening boxing bouts over ABC, 10 p.m. beginning Sept. 7. The 39-week contract was placed through Maxon Inc., New York.

Cold Remedy

(Continued from page 23)

this year, with the additional money being directed to heavier frequency. The company effective Sept. 15 will embark on a 30-week campaign on 100 radio stations and several TV stations. The average frequency is about six times per week on each station. Erwin, Wasey & Co., New York, handles the account.

Musterole Co., Cleveland, also through Erwin, Wasey & Co., New York, will use 100 radio stations starting Nov. 5 for 22 weeks.

American Chicle Co. (Crawford Cough Gum) is understood to be planning to pick up the spot campaign currently used by Clorets (its chlorophyl chewing gum) on 100 ABC stations via the "Pyramid" plan and on 100 other outlets. Dancer - Fitzgerald - Sample, New York, is the agency.

The Anahist Co., New York (Anahist anti-histamine tablets), has launched an anti-hayfever schedule on *Cavalcade of Bands* and *Cavalcade of Stars*, both on DuMont TV Network, for four weeks starting Aug. 10. Company's fall plans, which may include spots or network, is still being considered by the agency, BBDO, New York, and a specific recommendation is expected within 10 days.

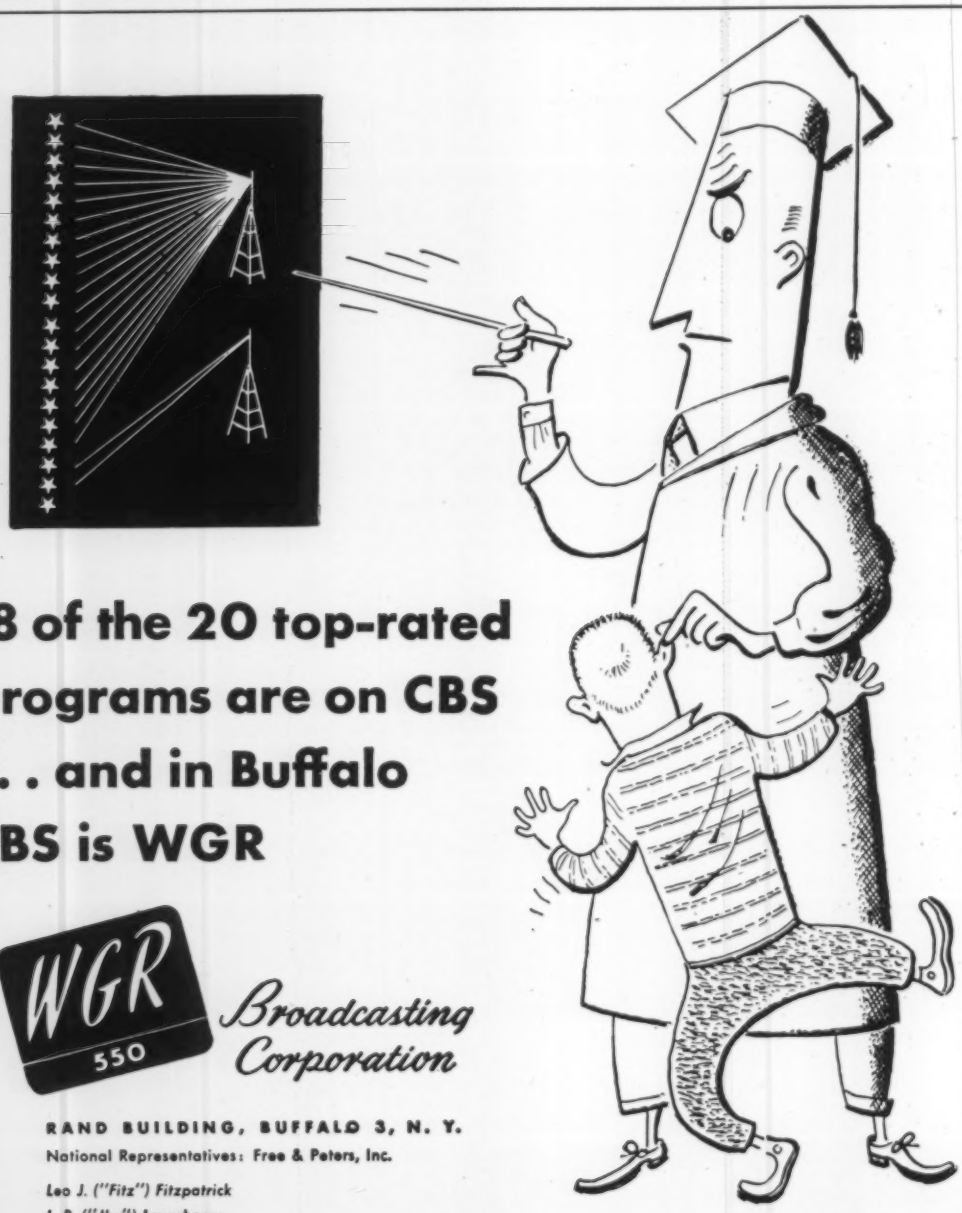
The majority of anti-histamine tablets, which last year helped fill radio coffers, such as Resistab, Antamine, Inhiston etc., this year have curtailed their advertising budget because of sales resistance, it was understood.

Ludens Inc., Reading, Pa. (Ludens cough drops), which sponsored a CBS network show last year featuring Frank Sinatra, is understood to be considering a television show in New York only, effective early in October. The station and format of program have not been revealed. J. M. Mathes, New York, is the agency.

In the aspirin and similar fields, Whitehall Pharmacal's Anacin continues to sponsor its daytime network show *Just Plain Bill*, five times weekly on NBC, and *Our Gal Sunday*, five times weekly on CBS. Both network shows are serviced by the John F. Murray Co., New York.

Sterling Drug, New York, maker of Bayer Aspirin, has just bought $2 million worth of morning time on Mutual over the full 535 stations, five times a week, starting Oct. 1 [BROADCASTING • TELECASTING, July 30], with sponsorship of *Ladies Fair* (Monday through Friday, 11-11:25 a.m.) through Dancer-Fitzgerald-Sample, New York, in addition to its network daytime schedule of *Stella Dallas* Monday through Friday, 4:15-30 p.m. and *Young Widder Brown*, five times weekly 4:30-45 p.m., both on NBC.

Bristol-Myers (Bufferin) is using hitchhikes on the parent company's *Break The Bank*, Monday, Wednesday, and Friday, 11-11:30 a.m. and *Mr. District Attorney*, Wednesday, 9:30-10 p.m., on NBC.



18 of the 20 top-rated programs are on CBS . . . and in Buffalo CBS is WGR

WGR 550 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry

WWWW

YOUR MARKET U.S.A.

Agency Timebuyers -

TITLE:

TIME:

TYPE: Familiar form, isn't it?

FORMAT:

PERSONALITY: Each is a brief about a familiar program - established program - successful program. Buy them for real sales results!

SUCCESS: Gene Bolling

COST:

PS: These regular mailings are designed to tell you the whole story in capsule form - to save your time - to keep you informed.

CHICAGO OFFICE
360 N. MICHIGAN AVENUE
DEARBORN 2-5277

NEW YORK OFFICE
480 LEXINGTON AVENUE
PLAZA 9-8150

HOLLYWOOD OFFICE
6912 HOLLYWOOD BLVD.
GLADSTONE 8045

STANTON DEFENDS Commentators, FCC on Color

A CONGRESSIONAL charge imputing political favoritism to FCC's approval of the CBS color TV system and questioning the employment of four network commentators by the State Dept.'s Voice of America has drawn a sharp disavowal from CBS President Frank Stanton.

Mr. Stanton told Rep. William S. Hill (R-Col.), who leveled the charges on the House floor last month, that "your statement is unjust to our employes, to CBS and to the FCC." Additionally, Mr. Stanton declared, "there can be no question but that the CBS system of color television was adopted on its merits."

The CBS president's reply was inserted into last Wednesday's issue of the *Congressional Record* by Rep. Hill with a summary of his earlier blast at the network and, in particular, at NBC Commentator Ben Grauer for alleged Communist-front affiliations.

Rep. Hill had charged that CBS has a "reputation of being . . . a strong supporter of the Truman administration, and of socialistic tendencies generally," and asserted that the State Dept. had placed itself in a "highly dubious position" by employing "certain political commentators," notably those with CBS [BROADCASTING • TELECASTING, July 30].

Tracing the history of the color TV issue, Mr. Stanton noted that FCC adoption of the CBS system was strongly contested in the courts and finally upheld by the Supreme Court.

Mr. Stanton also recalled that "one of the most enthusiastic advocates" of color TV "was a Republican, (FCC) Comr. Robert F. Jones, formerly a member of the House from the Fourth District of Ohio."

With respect to the commentators, Mr. Stanton felt it was "highly unfair to criticize expert newsmen such as (Griffing) Bancroft, (Charles) Collingwood, (Bill) Downs and (Eric) Sevareid for performing a patriotic duty. On the contrary, I think they should be praised for performing such services on the same basis as experts in any other field would perform. . . ."

Rep. Hill, who noted that the four CBS newsmen and Mr. Grauer had received $1,780 for private services, questioned the sole patriotic motivation of the commentators and CBS, and asked "why do they charge anything at all?"

The Coloradoan also singled out a rule covering the Radio Correspondents Galleries of Congress which, he implied, had been violated by the member newsmen. The rule, he said, provides that radio correspondents "shall further declare that they are not employed in any legislative or executive department or independent agency of the government." Bill Shadel, president of the Radio Correspondents Assn., later told BROADCASTING • TELECASTING that its executive committee had taken the matter under advisement and that final determination rests as always with the Senate Rules Committee and the Speaker of the House.

Referring to Mr. Grauer, Rep. Hill cited *Red Channels*, a publication on alleged Communist influences in radio and TV, and noted mention of five organizations with which the NBC commentator had been linked.

In a letter to Rep. Frederic Coudert (R-N. Y.), who represents Mr. Grauer's district, a copy of which was sent to Rep. Hill, the NBC commentator stated:

I hereby state without equivocation that I have never been a member of the Communist Party or any of its branches; I am not and never have been a Communist or a fellow traveler; I have always been opposed to Communism, and my record is clear proof of that opposition.

As a member of the national board of the American Federation of Radio Artists, American Federation of Labor, I have signed formal non-Communist oaths. I signed them with a clear conscience and without hesitation.

KFSA Fort Smith ARKANSAS

The DOMINANT STATION

. . . in the RICH Western Half of Arkansas and East-Central Oklahoma

950 ON THE DIAL

Great Local Programming + ABC

Buy In A Package
ONE ORDER
ONE BILLING

KBRS Springdale ARKANSAS

SPOT These, too!

KHBG Okmulgee OKLAHOMA

Here are three markets of PEOPLE with "money-to-buy" . . . Ask John E. Pearson Co., representatives, for full particulars.

Owned and Operated by SOUTHWESTERN PUBLISHING CO.
Don W. Reynolds, President

Publishers of: Southwest Times-Record, Fort Smith, Arkansas; Examiner-Enterprise, Bartlesville, Oklahoma; and The Daily Times, Okmulgee, Oklahoma.

MUSIC CATALOGUE

MPA Sounding Out Stations

MUSIC Publishers Assn., an organization of 54 standard and educational music publishers, is conducting a sample testing of 100 radio and 100 television stations to determine their interest in the proposed publication of an all-inclusive catalogue of copyrighted music. Work on the catalogue, which would be sold on a subscription basis, is to be shared jointly by the association and the Library of Congress in Washington.

The association reported last week that the television stations unanimously have indicated "that they will pay almost anything" for such a catalogue, but the radio stations, particularly those primarily featuring record programs, have displayed a spotty interest due to budget restrictions.

The catalogue will be produced in five volumes first of which would include all music copyrighted in the 1940-1950 period, at an estimated cost of from $50-$100, depending on sales volume. The four succeeding catalogues would be undertaken in similar 10-year periods, working backwards, until the entire 1900-1950 copyrighted music field is covered.

Supplements would be published.

Omaha

(Continued from page 25)

controller, Fred Bohen is president.

Mr. Meredith is president and Mr. Bohen vice president of Meredith Engineering, which runs the broadcast properties.

Better Homes & Gardens has a circulation of 3,559,242, is a leading home service magazine, ranking first in that field in circulation, advertising lineage and revenue, according to that company. *Successful Farming*, begun in 1902, is read by 1,227,543 farmers.

Meredith application for Albany is in conjunction with WXKW and is in the name of Meredith Champlain Television Corp.

After Woodmen of the World relinquished control of WOW in 1942, the late John J. Gillin Jr. took the helm, directed it to a top midwest position, and got WOW-TV on the air in July 1949. Mr. Gillin died in July 1950, and was recently eulogized at the NARTB dinner in honor of its new president, Harold E. Fellows [BROADCASTING • TELECASTING, June 11].

Omaha's other TV station is KMTV on Channel 3. It is affiliated with KMA Shenandoah, Iowa, and through the Palmer family stock interests with WOC-AM-TV Davenport and WHO Des Moines. Only available VHF wavelength remaining in Omaha is Channel 7, which the FCC proposes to reserve for educational TV. FCC also proposes assignments of UHF Channels 16, 22 and 28 to Omaha.

Matthews' Statement

Mr. Matthews, in an Aug. 8 statement issued in Omaha, said:

". . . The complexities of management and operation, particularly in the television field as they are presently developing, require the greatest personal attention on the part of the owners. None of the present stockholders of WOW Inc. have been in a position to give undivided attention to its management and direction."

Commenting on the reputation of Meredith Publishing Co., Mr. Matthews stated: "They are Midwesterners. They are friendly neighbors . . . [the] acquisition of WOW radio and television stations will bring to Omaha highly capable civic-minded business executives. . . . Mr. Meredith has authorized me to say . . . that no material change in the management and operating policies of WOW is contemplated. . . ."

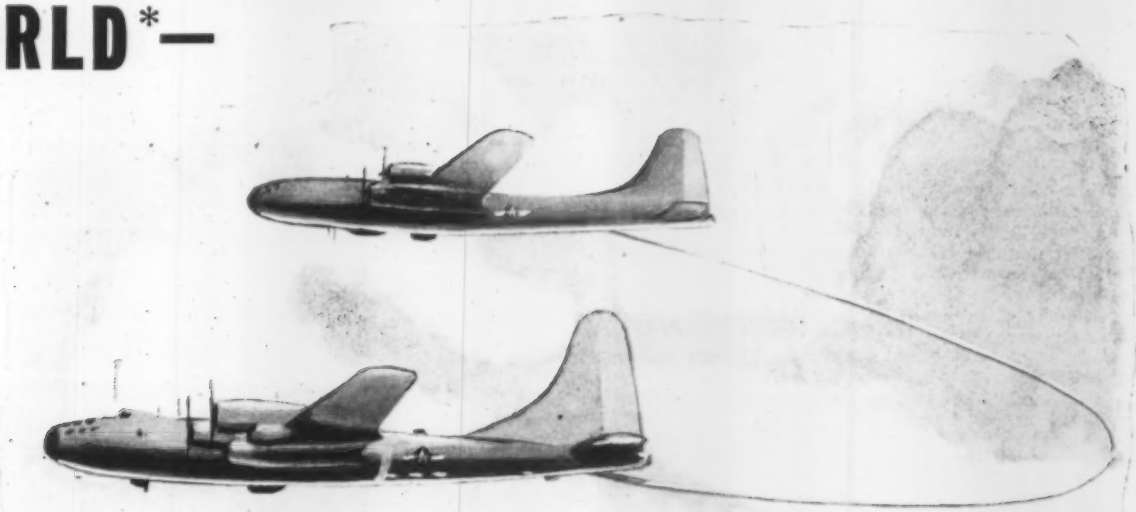
Sale was handled by Washington law firm of Haley, McKenna & Wilkinson.

Meredith purchase of interest in Princeton Film Center includes 25% of the voting stock and 40% of the dividend earning stock.

Gordon Knox, who founded the film company in 1940, continues as president. Jack Barlass continues as executive vice president. On the board for Meredith are Messrs. Meredith, Hall and Bohen.

Princeton Film Center recently completed a three-year film project in Venezuela for American and British oil interests.

YOU MIGHT FLY NON-STOP AROUND THE WORLD*—



BUT . . . YOU NEED THE FETZER STATIONS FOR "AIR SUPREMACY" OF WESTERN MICHIGAN!

"Operation Fetzer" is your best approach to the Western Michigan market—WKZO-WJEF in radio and WKZO-TV in television.

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are among America's most obvious radio buys. Always outstanding in their home cities, 1949 BMB figures prove largest rural audiences, too—up 46.7% in the daytime, 52.8% at night, over 1946! WKZO-WJEF cost 20% less, yet deliver about 57% more listeners, than the next-best two-station combination in Kalamazoo and Grand Rapids.

TV: WKZO-TV is Channel 3 . . . the official Basic CBS Outlet for Kalamazoo-Grand Rapids. WKZO-TV's coverage area wraps up a far bigger market than you'd guess—133,122 sets, or more sets than are installed in such "big-town" cities as Ft. Worth-Dallas, Kansas City or Syracuse.

WKZO-TV is the only television station serving these five Western Michigan and Northern Indiana cities: Kalamazoo, Grand Rapids, Battle Creek, South Bend and Elkhart—*representing a buying income of more than $1,500,000,000!*

It will pay you to get all the facts. Write direct or ask Avery-Knodel, Inc.

**The United States Air Force did, in February, 1949.*

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

HOMING AIDS

Cubans Study Control

HEMISPHERIC cooperation by the U. S., Cuba and other NARBA signatory nations on control of broadcast and other electromagnetic radiations was foreseen last week following a series of discussions among representatives of the two countries.

It was learned that a Cuban delegation had agreed to study an agreement involving legislation comparable to that now before the U. S. Congress — legislation designed to assure the control of broadcast stations and other radiating devices in the event of imminent attack on the western hemisphere.

Specifically, this would involve proposals tending to minimize the possibility of enemy aircraft navigating on broadcast and other electronic signals. U. S. broadcast control, already incorporated in the Communications Act, was stricken from a bill passed by the Senate and now pending before the House Interstate & Foreign Commerce Committee. As now constituted, it encompasses other than broadcast devices.

The four-day conference was called at the request of the Dept. of State, whose telecommunications authorities participated along with staff members of the FCC, U. S. Air Force and the Federal Civil Defense Administration.

Among those present at the sessions were Francis Colt De Wolf, chief, and Don MacQuivey, Transportation and Communications, State Dept. telecommunications staff members; Ralph Renton and C. H. Johnson, FCC Engineering Dept., and Benito Gaguine, assistant to Comr. Rosel Hyde; Lt. Col. Gomer Lewis, USAF communications, and two staff members of FCDA, as well as Jose Ramon Gutierrez, chief NARBA delegate, and Capt. Mario Torres, plus four other representatives.

It was hoped that other NARBA countries would enter, along with Cuba, into an agreement, upon which delegates agreed in principle last week.

It also was learned last week that:

(1) The long-anticipated executive order, under which the President would serve notice that he is empowered to invoke Sec. 606 (c) of the Communications Act in the event of a critical emergency, has been channeled from the Justice Dept. to the White House. The order had been pending in the Budget Bureau and within the Defense Dept. for a number of months. It now awaits the President's signature.

(2) Maj. Gen. Francis Ankenbrandt, USAF communications, has been conferring with members of the House Commerce Committee on the radiations-control bill which was approved by the Senate in the form of a simple amendment to the Communications Act.

While the committee has scheduled no definite action on the measure (S 537), there were indications that it would consider it shortly and urge perhaps only minor amendments of a technical nature after brief hearings [BROADCASTING • TELECASTING, July 30, 23].

The Air Force, as spokesman for the Defense Dept., has repeatedly stressed the need for such legislation in conjunction with FCC's broadcast operational alert plan. When finally crystalized, the FCC plan will take precedence over the New York and other state alert systems now being devised. FCDA officials still had no formal comment on the New York proposal evolved by that state's Civil Defense Commission [BROADCASTING • TELECASTING, Aug. 6].

NEW NETWORK

Six Wash. Stations Link

FORMATION of the Evergreen Network of six stations in Washington State, designed to cover the state's principal markets at one low cost, was announced last week by Elroy McCaw, owner or part-owner of five of the six outlets.

The stations and markets are as follows: KRSC Seattle (1 kw fulltime independent for the Seattle-Tacoma area; KYAK Yakima (250-w Mutual-Don Lee affiliate); KALE Richland (1 kw daytime Liberty affiliate) for the Richland-Pasco-Kennewick area; KELA Centralia (1 kw Mutual Don Lee outlet) for the Centralia-Chehalis area; KAPA Raymond (250 w fulltime independent); and a station yet to be announced in Spokane.

John E. Pearson Co. was named national representative for Evergreen except on the West Coast, where sales will be handled by Tracy Moore in San Francisco and Jack Hall in Los Angeles.

Group rates for the six stations will be published shortly.

SR. PEREYRA

Mexico TV; NARBA

EXPECTATION that the "near future" may bring formal agreement between the U. S. and Mexico on border TV allocations as well as resumption of negotiations on a "friendly, cooperative" basis to settle NARBA problems, was expressed last week by Miguel Pereyra, director-general of telecommunications for Mexico.

Speaking unofficially, Mr. Pereyra told BROADCASTING • TELECASTING the border TV allocation agreement is substantially in accord with the tentative plan issued by FCC in its "third notice" of proposed allocation in late March [BROADCASTING • TELECASTING, March 26]. Mexicali and San Diego each would lose one VHF channel in order to solve interference problems arising from the mountain top transmissions of Los Angeles stations, he indicated.

Once the border allocations are set, Mexico will release details on its 24-odd TV grants, several of which are along the U. S. border. Mr. Pereyra pointed out, however, that the border grants are conditioned upon their being programmed from Mexico City. The capital now has two operating TV outlets, XHTV and XEW-TV.

Mr. Pereyra also confirmed plans revealed a fortnight ago for a nationwide TV network using a relay station atop Mt. Popocatepetl [BROADCASTING • TELECASTING, Aug. 6].

Mexico's "Wayne Coy" pointed out programming for TV may be a major problem at first, but envisioned eventual top programming originating from both Mexico City and possibly American networks.

Mr. Pereyra conferred with FCC and State Dept. on TV allocations and informally on NARBA details.

GRABHORN

Hits NBC Chime Plan In Letter to NARTB

"THE ENTIRE radio industry, the existence of the stations individually and collectively, is seriously jeopardized by network attritions," Murray Grabhorn, managing director, National Assn. of Radio & Television Station Representatives, declared Thursday in a letter to Harold E. Fellows, president of NARTB.

"Because this is an all-industry threat and problem," Mr. Grabhorn said, "we address you as president of NARTB, and request that you lend the weight and influence of your position to eliminate current harmful practices and encourage the return to normal policy under which the economic balance between network and spot revenue has been and must continue to be maintained."

Citing NBC's consideration of a plan to sell announcements on a network basis as part of its chimes identification [BROADCASTING • TELECASTING, Aug. 6] as "the latest, prominent evidence of network intentions to invade the national spot announcement business," Mr. Grabhorn stated:

> While refusing to allow stations to sell full minute spot announcements between network commercial and sustaining programs (when most national announcement advertisers require minutes instead of breaks and when the stations need that additional revenue to compensate for network rate reductions), NBC through the chimes proposal seems to be able to find a way to give *itself* more time for announcements *if sold as network!*"

Noting that the "arbitrary, uniform network rate cuts," which he described as disregarding interests and "even contrary to the ANA's selection evaluations," are now in effect, Mr. Grabhorn asked: "How much longer will stations permit their national spot announcement 70% dollars to be diverted into network announcement 30% dollars? Are the stations going to wait until it is too late?

"Competitive media," he averred, "have never hurt radio as radio is hurting itself."

FOOTBALL PACTS

Humble, Standard of Ind. Sign

FOOTBALL'S radio sponsorship list continues to grow with signings by Humble Oil and Standard Oil of Indiana reported last week.

Standard Oil of Indiana will sponsor all regular season games of the U.'s of Colorado, Iowa, Michigan, Minnesota, Nebraska, Wichita and Wisconsin on radio through McCann-Erickson, Chicago. Stations to be used are KOA Denver, WHO Des Moines, WJR Detroit, WCCO Minneapolis, KFAB Omaha, KOLT Scottsbluff, Neb., KFH Wichita and WTMJ Milwaukee.

The firm also will buy the U. of Notre Dame-U. of Detroit game over WJR as a feature of the Motor City's 250th anniversary through McCann-Erickson, Chicago.

Texas State Network will air Humble Oil & Refining Co.'s exclusive coverage of Southwest Conference games for the 11th consecutive year, Gene L. Cagle, TSN president, announced.

Charlie Jordan, TSN vice president, will give the play-by-play reports. Wilkinson-Schiwetz & Tips Inc., of Houston, handles the Humble account.

The *Red Grange Football Show* featuring the all-time grid great will be available again this season through Green Assoc., Chicago, Radio-Television Production Co. Show is a transcribed, open-end 15-minute program including name guests, highlights of college and pro games and Red Grange's predictions for upcoming games.

Tel Ra Productions, Philadelphia, reported advance sale in the following video markets for *Touchdown*, its 13-week half-hour package series covering collegiate games:

WMAR-TV Baltimore, WNAC-TV Boston, WENR-TV Chicago, WCPO-TV Cincinnati, WEXL-TV Cleveland, WBNS-TV Columbus, WFAA-TV Dallas, WXYZ-TV Detroit, KTSL (TV) Los Angeles, WAVE-TV Louisville, WTVJ (TV) Miami, WDSU-TV New Orleans, KSL-TV Salt Lake City, WOAI-TV San Antonio and KING-TV Seattle.

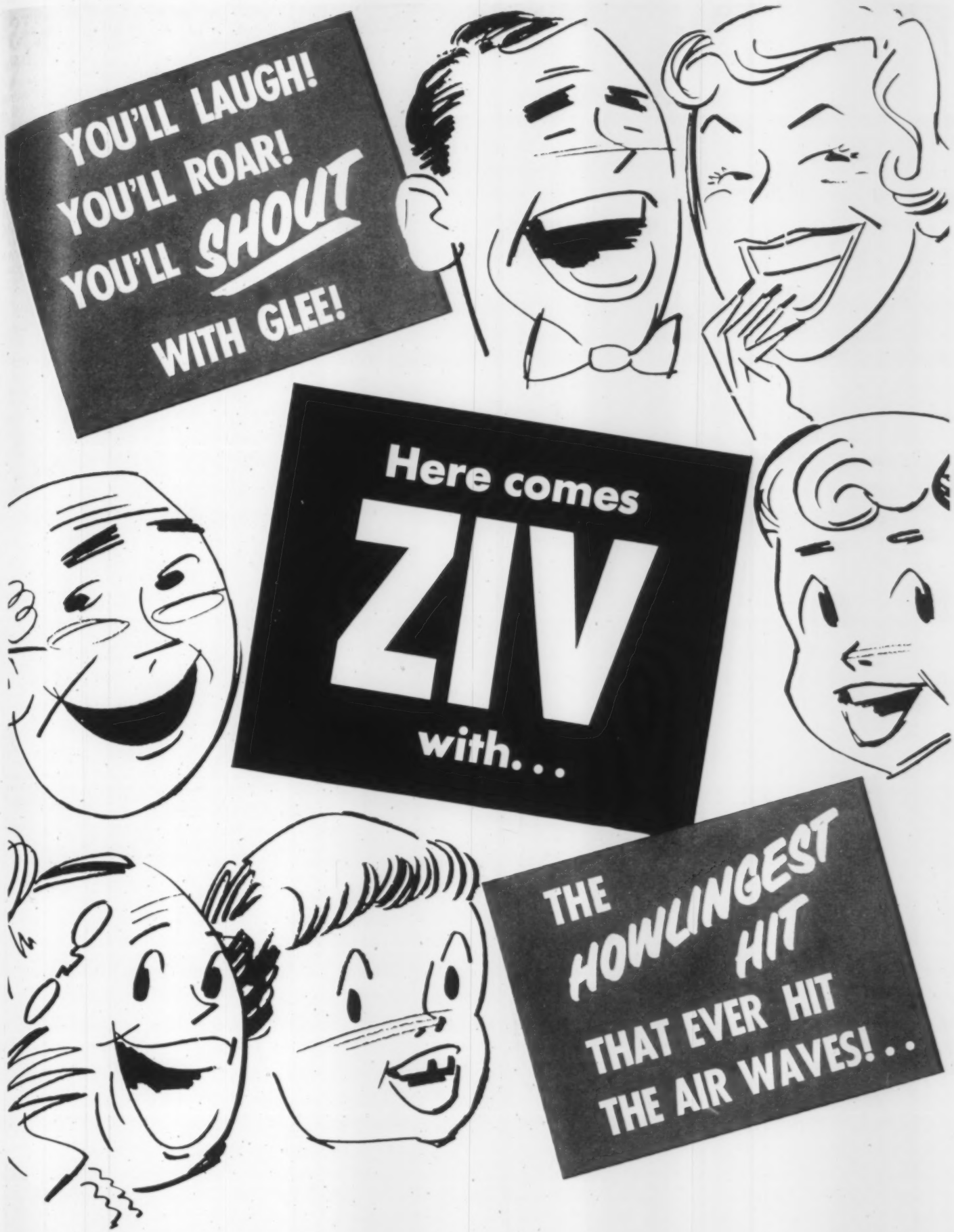
First release is slated for Sept. 24. Commentary will be handled by Byrum Saam. Two other shows, *Dick Dunkel's Football Ratings* and *National Pro Highlights*, are scheduled for release in mid-September.

KSON CONTROL

Studebakers Selling 85%

EIGHTY-FIVE percent stock control in KSON San Diego, 24-hour station, has been sold for $112,888 by Dr. John Ward Studebaker and his son, John Gordon Studebaker, to Fred Rabell, vice president and general manager, and Dorothy Johnson, program director, subject to FCC approval.

Under the new setup, Mr. Rabell would have 66⅔% stock with Miss Johnson 33⅓%. Mr. Rabell helped found the station 4½ years ago and had 15% stock interest. KSON operates with 250 w on 1240 kc.


YOU'LL LAUGH!
YOU'LL ROAR!
YOU'LL SHOUT
WITH GLEE!
Here comes
ZIV
with...
THE HOWLINGEST HIT
THAT EVER HIT
THE AIR WAVES!..

IT'S A BRAND **NEW** HALF-HOUR SHOW!

IT'S ANOTHER **ZIV** BIG NAME AUDIENCE-GETTER!

IT'S A SOCK **HIT!** THE FUNNIEST, SUNNIEST ON RADIO TODAY!

IRENE **DUNNE** AND FRED **MACMURRAY**

Together, in the Gay, New, Exciting Comedy-Adventure

"BRIGHT STAR"

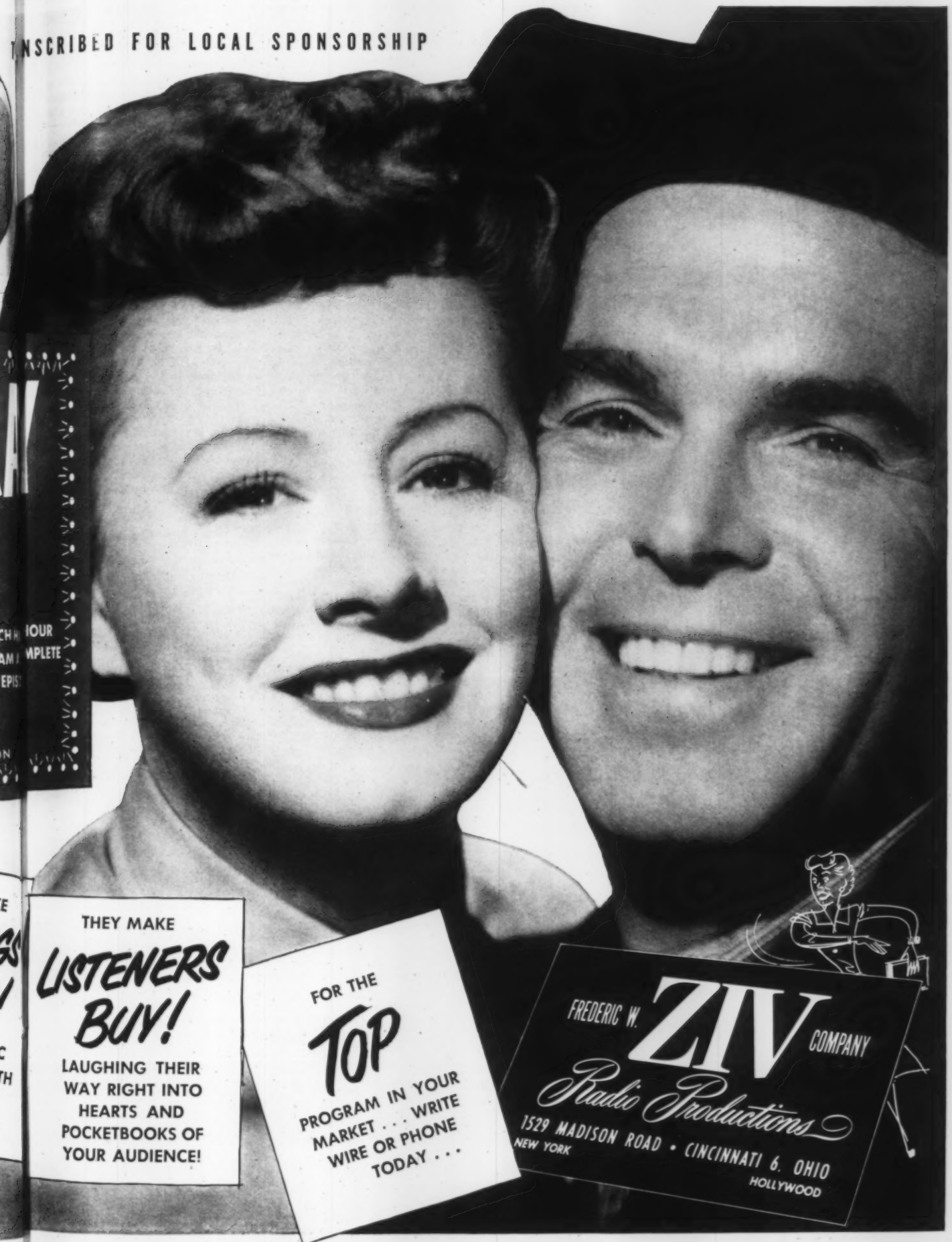
FIVE DISTINCT IDENTIFICATIONS FOR YOU Including Three Full-Length Selling Commercials!

EACH HOUR PROGRAM COMPLETE EPISODE

★ WITH HARRY VON ZELL ★ AN ALL STAR SUPPORTING CAST
★ SPARKLING SCRIPTS AND PRODUCTION ★ BRILLIANT MUSICAL SCORES AND DIRECTION

He's a reporter who hates bosses,
She's an editor who hates reporters . . .
It's action-full, event-full fun
for the entire family!
PRESS
NOT JUST ONE, BUT
TWO
GREAT HOLLYWOOD STARS . . . BOUND TO BE THE MOST POPULAR PROGRAM IN YOUR CITY!
THEY MAKE
RATINGS JUMP!
THEY'RE TERRIFIC BOXOFFICE . . . WITH MILLIONS OF WAITING FANS!

NSCRIBED FOR LOCAL SPONSORSHIP


THEY MAKE
LISTENERS BUY!
LAUGHING THEIR WAY RIGHT INTO HEARTS AND POCKETBOOKS OF YOUR AUDIENCE!
FOR THE
TOP
PROGRAM IN YOUR MARKET . . . WRITE WIRE OR PHONE TODAY . . .
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

Announcing
the Appointment of
ADAM YOUNG
INCORPORATED
as our new U.S.
Representative

CKCW
MONCTON NEW BRUNSWICK
The Hub of the Maritimes
REPS: STOVIN IN CANADA: ADAM YOUNG, INC. IN U.S.A.

TR LEGALITY

SCOTUS Review Asked By Petition

FOUNDATION for a high court ruling on the constitutionality of commercial transitcasting throughout the United States was laid Aug. 3 by the advocate-triumvirate of the service in the District of Columbia.

The Supreme Court of the United States, now in recess for the summer, was asked by Washington Transit Radio Inc. (WWDC-FM), Capital Transit Co. and the Public Utilities Commission of the District of Columbia to review the judgment by a U. S. Court of Appeals that segments of the broadcasts are "unconstitutional."

At the same time attorneys for anti-transit FM factions disclosed that they will file a brief with the high tribunal shortly, possibly within the next fortnight.

Specific tack the brief would take was undetermined last week, but it was known that the legal firm of Segal, Smith & Hennessey plans to file a consent for the *writ of certiorari* requested in the triparte petition. Purpose is to attain a SCOTUS decision that would project the appellate court's application beyond the District and outlaw commercial transitcasting throughout the nation. Transit radio currently operates in 14 cities.

Asks Review

In filing for a writ, which would stay the lower court ruling pending final judgment by SCOTUS—and thus permit continuation of the broadcasts—the three petitioners called for a review of transitcasting's relation to both the Fifth Amendment of the Constitution (due process of law) and the First Amendment (freedom of press).

"The lower court's decision that the dissemination of programs . . . are not protected by the First Amendment, because such programs have as a part thereof commercial advertising, is in conflict with the decisions" of the Supreme Court, the joint petition charged. Furthermore, it "confuses the Constitutional limitations upon governmental power to restrain communication."

Other arguments projected by the petition were these:

"The decision of the (Circuit Court) is in conflict with the settled principle that the Fifth Amendment is a 'limitation only upon the powers of the general government' and is not directed against the actions of individuals.

"The lower court has taken upon itself to reconcile and adjust competing constitutional interests, to balance the relevant factors, and to ascertain which of the competing interests is to prevail. There is no specific legislation governing the subject.

"In holding the radio reception on Capital Transit's vehicles depriving objecting passengers of constitutional rights, the appellate court ignored the prior decisions of this court which show that passengers have no constitutional right to use the service of Capital Transit and that their rights are governed wholly by statutes that do no more than require equal and non-discriminatory treatment of all.

"The (appellate) court has so far departed from the accepted and usual course of judicial proceedings on review of administrative orders, contrary to the specific requirements . . . so as to call for an exercise of the court's power of supervision."

The appellate court ruling handed down last June concerned itself with announcements (news, weather reports, commercials) but did not delve into the musical segments of transitcasting, which are supported by advertising [BROADCASTING • TELECASTING, June 18, 11].

The circuit court "erred," the petition held, in holding that (1) the action of a transportation system is governmental "action" under the Fifth Amendment; (2) broadcasts in those vehicles deprive objecting passengers of liberty "without due process of law;" (3) the First Amendment does not protect dissemination of news programs, weather reports and other announcements "important to the convenience and safety of the public, as well as commercial advertising."

Other "errors," the group held, lay in the court's absence of finding that the Public Utilities Commission erred "as a matter of law in failing to find that the broadcasts constitute "unreasonable service," and are "not inconsistent with public convenience."

The joint petition was filed for Washington Transit Radio Inc. by W. Theodore Pierson and Vernon C. Kohlhaas, of the legal firm of Pierson & Ball; for Capital Transit Co. by F. Gloyd Awalt, Samuel O. Clark Jr., Daryal A. Myse and W. V. T. Justis. Awalt, Clark and Myse, and for PUC by Vernon E. West and Lloyd B. Harrison. Original suit against transit FM was filed in circuit court by Franklin S. Pollak and Guy Martin.

Hull Radio Tribute

AN elaborate radio program eulogizing Cordell Hull, former Secretary of State, and the purposes of the Cordell Hull Foundation for International Education was aired last Tuesday from WSM Nashville. The 30-minute program was translated and beamed to Latin America through the Voice of America. Noel Digby, of WSM, wrote the script. The program was directed by Jack Stapp, WSM program director. Harold Baker, station news and special events director, assisted on the story. Frank Proctor, manager, WTJS Jackson, president of the Tennessee Assn. of Broadcasters, aided in lining up the state-wide network.

SYLVANIA Electric Products reports record six-month net sales of $103,822,579, increase of 70% over sales in first six months of 1950. Net earnings for first half of 1951 were placed at $5,680,670, or more than twice $2,259,453 recorded in same period last year.

What's WAVE AM TV Got- BESIDE Network Shows?

Well—PEE WEE KING!

In addition to topnotch network shows*, WAVE and WAVE-TV also have a spectacular array of *local* talent. Our Pee Wee King, for example, has *again* been chosen "The Nation's Number One Western Band Leader" in a national public opinion poll conducted by Orchestra World Magazine. You probably know him best as the composer of "Tennessee Waltz" and "Bonaparte's Retreat"!

Pee Wee and his Golden West Cowboys are on the air 6½ hours a week, with a half-hour evening show on WAVE-TV and 12 half-hour daytime shows on WAVE. His television show is the highest-rated, locally-produced TV studio show in Louisville, while his radio programs are a local institution with some of the fanciest Hoopers you ever saw.

Write direct or ask Free & Peters for all the "network-plus" facts on WAVE and WAVE-TV!

**WAVE—NBC • WAVE-TV—NBC, ABC, Dumont*

WAVE AM TV

WAVE* has a Daytime BMB Audience of 238,490 families in Kentucky and Southern Indiana. This area has an Effective Buying Income of $1.67 billion, as against $2.51 billion for the entire State. The Effective Buying Income within WAVE's Daytime BMB counties is 151% of the Income in those Kentucky counties in which WAVE does NOT have a BMB audience!

*The WAVE-TV Coverage Area contains 256,100 families.

LOUISVILLE

FREE & PETERS, INC.
Exclusive National Representatives

SUMMER P.I. CROP

THE prosaic business of doling out station time to per inquiry and mail order houses has assumed a sporting aspect.

Newest idea in the field comes from Majic Kitchen Queen Co., P. O. Box 962, Poughkeepsie, N. Y. The firm's ambitious goal "is one brush in each of the 60 million homes in America."

To attain this goal, Majic Kitchen Queen Co. is letting stations decide what commission they want, in lieu of normal advertising charges, every time a $2 Majic Kitchen Queen brush is sold.

In its offer the brush firm makes this statement, "You must have a few spare moments now and then when you could broadcast about the Majic Kitchen Queen. Please let us know what you think, and what percentage you would broadcast for."

Willard L. Browne, whose name is signed to the offer, informs stations that "not since the days of your great-great-grandmother, not since the days of carrying water from the old well in the backyard, has there been such a complete fulfillment of a kitchen need; as the Majic Kitchen Queen."

Explaining that the brush "is a wonderful fascinating kitchen brush used with one hand," Mr. Browne emphasizes that it comes "in four brilliant colors — red, green, orange and white, and sells not for what you would expect, but just $2 tax paid."

With this technical description, he gets to the nugget of the offer, "Gentlemen, we have presented our case to you. We have already broadcasted over several radio stations, and the results have certainly been gratifying. . . . Please give this sure fire sales builder consideration for time fillers in your broadcasting schedules. A few minutes now and then will certainly pay you big dividends."

The summer crop of per inquiry offers also features a well-circulated memo to "50 selected top radio personnel." The memo is written by Russ Pelletier on behalf of Mary Greene (U. S. Trade Mark 384-287), scientific hair, scalp, skin preparations for men and women.

The fortunate 50 top radio personnel are informed that Mary Greene and associates need "your immediate reaction. We have just won the first round in an inter-office battle and have the green light to prove that radio is the one medium that will keep our mail-order department going at top speed the year 'round."

After citing this hard-won victory, Mr. Pelletier explains, "When we proposed that a large percentage of next year's budget be spent for air-time, our president looked shocked."

At that point comes the gimmick, "Would you be interested in entering upon a 30-day (or longer) co-operative campaign, on a per inquiry basis, with the Mary Greene Hair Coloring Cream?" The station gets 50% of each $1.50 sale, or 75 cents, plus 50% of the 20-cent handling charge, or 10 cents. Total price of the item is $2, including 30 cents tax.

Bulb Offer

A number of stations have commented with varying degrees of enthusiasm on autumn bulb and rat-killer offers submitted by National Radio Advertising Co., Seattle, of which Edwin A. Kraft is manager.

The agency makes a pitch for combination rates, confronting station operators with novel types of discounts. "For example," Mr. Kraft writes, "we may use four accounts, four five-minute periods daily, 24 per week. We would want to get two-hour rate per week. Possibly we can use six or eight periods a day, in which case we would be billed for three or four hours weekly. In other words, we are shopping for bargains; it's the only way we can stay in business."

Then comes the clincher, "In order to help us analyze your suggestions, will you kindly head your letter, 'Suggestions for Increased Schedule on ————'."

Lannan & Sanders Adv., Dallas, is offering stations a mail order deal for hillbilly and race records, ranging from $1 payment on a $3.95 record package to 20% commission on albums. Client is The H. R. H. Co. (Johnny Hicks' Record Shop), Dallas. The agency says it guarantees delivery and payment.

The annoying problem of free-time bids from advertisers spending money in other media has been tackled head-on by KOKO La Junta, Col.

Irked by a request from Ralph W. Ater, of the Atchison, Topeka & Santa Fe Railway System's public relations office, urging KOKO to send for a set of musical programs put out by the National Safety Council, KOKO went straight to the railroad about the matter.

Larry Gordon, KOKO general manager, made this suggestion in a letter to Mr. Ater, "Since you realize that radio is a powerful influence in the country, why don't you spend some money with radio stations such as ours."

Mr. Ater replied that he had turned the letter over to the Santa Fe's advertising agent.

After waiting a month-and-a-half for a reply, Mr. Gordon wrote Mr. Ater that he still sees frequent high-cost Sante Fe ads in the local paper, "and that's like waving a red shirt in front of a bull. For years radio has been gladly giving free time to practically anyone requesting it and at the same time seeing paid ads in newspapers and magazines . . . Radio has been fooled long enough.

"Which all boils down to this: The only Santa Fe news we will carry in the future will be that which moves over our United Press wire. If the Santa Fe doesn't like paid radio time then I doubt that they like free radio time either."

More Clutter Mails

No 'Rating' Worries

ONLY 16 sets-in-use is the standard, unchanging "Hooperating" for one of Texas State Network's daily programs—but company executives are very satisfied with the reception. Forrest Clough, TSN traffic manager, broadcasts on a closed circuit six days a week to staff members of network stations, giving information on program changes and business matters. The 15-minute program originates at KFJZ Fort Worth, key TSN station, and has been a business-expediter of the network since 1939. Salesmen, who kid Mr. Clough about having the oldest program on the network without a sponsor, jokingly threaten to peddle his broadcast commercially. But Mr. Clough likes it better this way. He knows his rating will always be the same. His listeners are paid to listen.

PROTESTANT PLANS

Major Emphasis on Radio

PROTESTANT churches will put major emphasis on radio rather than television during the next 12 months, Albert Crews, director of radio and television for the National Council of Churches' department of broadcasting and films, told a Religious Radio Workshop at Butler U., Indianapolis, last Monday.

"With radio in 95% of American homes and television in only 26%," he said, "the major share of the audience is still with radio and will remain substantially that for the coming season. We feel, consequently, that for the coming year we must place major emphasis on radio as the most useful medium to serve the cause of Protestantism.

"This does not mean, however, that the church will ignore television. The church was 20 years late in learning to use radio. We must not make this same mistake again. Twenty-five percent of our budget will go into television, both live and films."

The Workshop is conducting a month-long training session for ministers from throughout the U. S. and from four foreign countries.

WDUZ

Green Bay, Wisconsin

announces

the appointment of

John E. Pearson Company

as

exclusive national representatives

EFFECTIVE

August 1, 1951

WDUZ • GREEN BAY, WIS.

Affiliated With

AMERICAN BROADCASTING COMPANY

"*Let* him talk

"Get a load of *him!*

"In the ten years I've been patrolling this park, I've seen and heard all sorts of crackpots. One guy said the only good food for people was . . . *grass!* Imagine me turning down a steak dinner for grass! And only last week some wild-eyed old coot was warning people the world would pos-i-tive-ly come to an end today.

"Now take that bird over there. He's telling everybody to quit work and let the government support them for the rest of their lives. Pretty soon somebody in the crowd'll ask him *where* the government's going to get the money to do it . . . and the answer ought to be a honey. Why, listening to answers like that keeps me laughing hard enough to forget my feet are killing me!

"Run 'em in? Nah! . . . let 'em have their say. This is *one* country where a guy can speak up without getting beat up for it. Which reminds me of the foreign lad who stood on that same bench yesterday, telling people how lucky they were to be living here in America.

"Where *he* came from, there wasn't any Free Speech. He couldn't go to the church he wanted. Couldn't own property. Had his own business but they took that away and made him work in a slave camp. But in *this* country he picked out his *own* job . . . at the Republic Steel plant here in town . . . and he's never been happier, helping to make steel for his adopted country.

"Matter of fact, he pointed right at *me* and told the crowd I was there to serve and protect them. In *his* country, he said, everybody ducked when a cop showed up. Funny thing, I didn't mind him speaking about me. *Me . . . part of Freedom!*

"I listened to him so long, I was late ringing in, and the Sergeant gave me what-for. But that foreigner brushed up my memory about a lot of things I'd been taking for granted. And me with two kids in the Service!"

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

REPUBLIC STEEL

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America whose great Steel Industry is second to none. Republic is increasing its annual steel-making capacity by 1,174,000 tons! Republic's huge over-all expansion program will cost about $250,000,000 . . . for new mills, mines, furnaces, and improved facilities. *It is money well spent* . . . to help *keep* America strong at home and abroad!

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, O.

1st in

POPULATION

4,051,740*

RETAIL SALES

$2,294,535,000**

NET INCOME

$3,487,827,000**

FARM INCOME

$809,026,000**

MANUFACTURING SALES

$4,497,300,000***

. . . among the 12 states in the rich, growing Southeastern Market

*1950 U. S. Census
**1949 Sales Management
***1949 Manufacturers Record

NORTH CAROLINA

DEPARTMENT OF CONSERVATION AND DEVELOPMENT, RALEIGH

ADVERTISING success stories of WJR Detroit as seen in this series of its BROADCASTING • TELECASTING ads are pointed out to colleague Goodwill Station executives by WJR Vice President and General Manager Worth Kramer. Executive quartet are (l to r): Mr. Kramer; John Patt, WJR, WGAR Cleveland and KMPC Los Angeles president; Gordon Gray, head of stations' New York sales office, and Carl George, WGAR Cleveland vice president and general manager. Two-day advertising clinic was held at WJR offices for stations' department heads.

DEFEND 'VOICE'

Mundt, McCarran Ask More Strength

IN A MOVE to stem the swell of criticism directed at the Voice of America, two security-conscious Senators last week called for a bolder U. S. psychological warfare drive and urged America's overseas radio arm to promote subversion among Communist-controlled countries.

The counter-attack was launched last Monday by Sens. Karl E. Mundt (R-S.D.) and Pat McCarran (D-Nev.), chairman of the Senate Judiciary Internal Security subcommittee, as the upper chamber awaited action by the Senate Appropriations Committee on the House-passed State Dept. funds bill [BROADCASTING • TELECASTING, July 30].

Sen. Mundt expressed hope that funds for the Voice would not be "unduly crippled at a time when the program is doing such excellent work." He alluded specifically to the escape of 12 Polish seamen from Communist tyranny, which he attributed largely to the "effectiveness" of the foreign broadcasts which they had heard.

No Action Yet

The Senate Appropriations Committee has not acted on the combined State-Justice-Commerce department bill. Voice monies are now before a subcommittee (also headed by Sen. McCarran), which was expected to make its recommendations to the full committee momentarily. As passed by the House, the U. S. information program was allotted $85 million, with perhaps $25 million earmarked for broadcasting operations.

In a similar speech, Sen. McCarran also called for active efforts to promote unrest in Iron Curtain countries and held that "effective propaganda is inseparable from effective national policy" now lacking.

This is the answer to those who say that broadcasting to the Soviet sphere is useless because it does not reach enough people. Proper criticism . . . concerns not the medium used, but the content of the message sent; the effectiveness of the program, not on the basis of transmission and reception, but on the basis of understanding and impact.

Sen. McCarran felt that "our objective should be a network of radio and TV stations, newspapers and magazines, encompassing the free portion of the world, run by local people. . . ." He also cited Radio Free Europe as an example of what can be done by private companies. Thus, indirectly, he touched on Sen. Mundt's own plan for establishment of foreign TV relay stations and multi-channel radio networks, to be programmed partly by Turkey and other countries [BROADCASTING • TELECASTING, July 30, 23].

Sen. Mundt, taking the same tack, asserted that the shortwave broadcasts are "becoming more effective." As an example, he noted that small receiving sets now are being designed for manufacture at $5 per unit. When available through mass production, they can be dropped behind the Iron Curtain and used for receiving programs beamed by relay stations in Europe. Sets have the capacity of picking up reception from 300 or 400 miles away, he added.

'Little Progress'

The House Appropriations Committee in its report had chided the State Dept. for making "little progress" on the project for which Congress has allocated funds last year. Concurrently, it rejected a $2,834,000 request for purchase of the small sets [BROADCASTING • TELECASTING, July 16].

CIVIL DEFENSE

Two States Air Series

A SERIES of civil defense reports are being broadcast to Alabama residents during August by a special network of 58 stations, and also to Wisconsin listeners by 41 stations under a similar project in that state.

The Alabama series is being produced by the Radio Broadcasting Services of the U. of Alabama for the Alabama Dept. of Civil Defense. Programs will emphasize the need for civil defense in all Alabama communities.

Seven Birmingham stations will originate the programs. The first was aired last week with four others to follow.

An awareness on the part of Wisconsin radio stations of "the importance of civil defense and of a desire to serve the public by helping to keep them informed," is pointed up by Richard C. Wilson of the Wisconsin Office of Civil Defense.

Of the 52 stations in the state, 41 are carrying a series entitled *Civil Defense Report*, Mr. Wilson reports. The program is broadcast by the seven stations of the Wisconsin State FM Network Monday at 7 p.m. and 34 commercial stations carry the series either as live rebroadcasts or by tape recording for later broadcast.

Col. J. M. Garratt Jr., director of the Alabama CD department, declared that its series marked the initial phase of a concentrated campaign to make Alabamans conscious of the peril of unpreparedness.

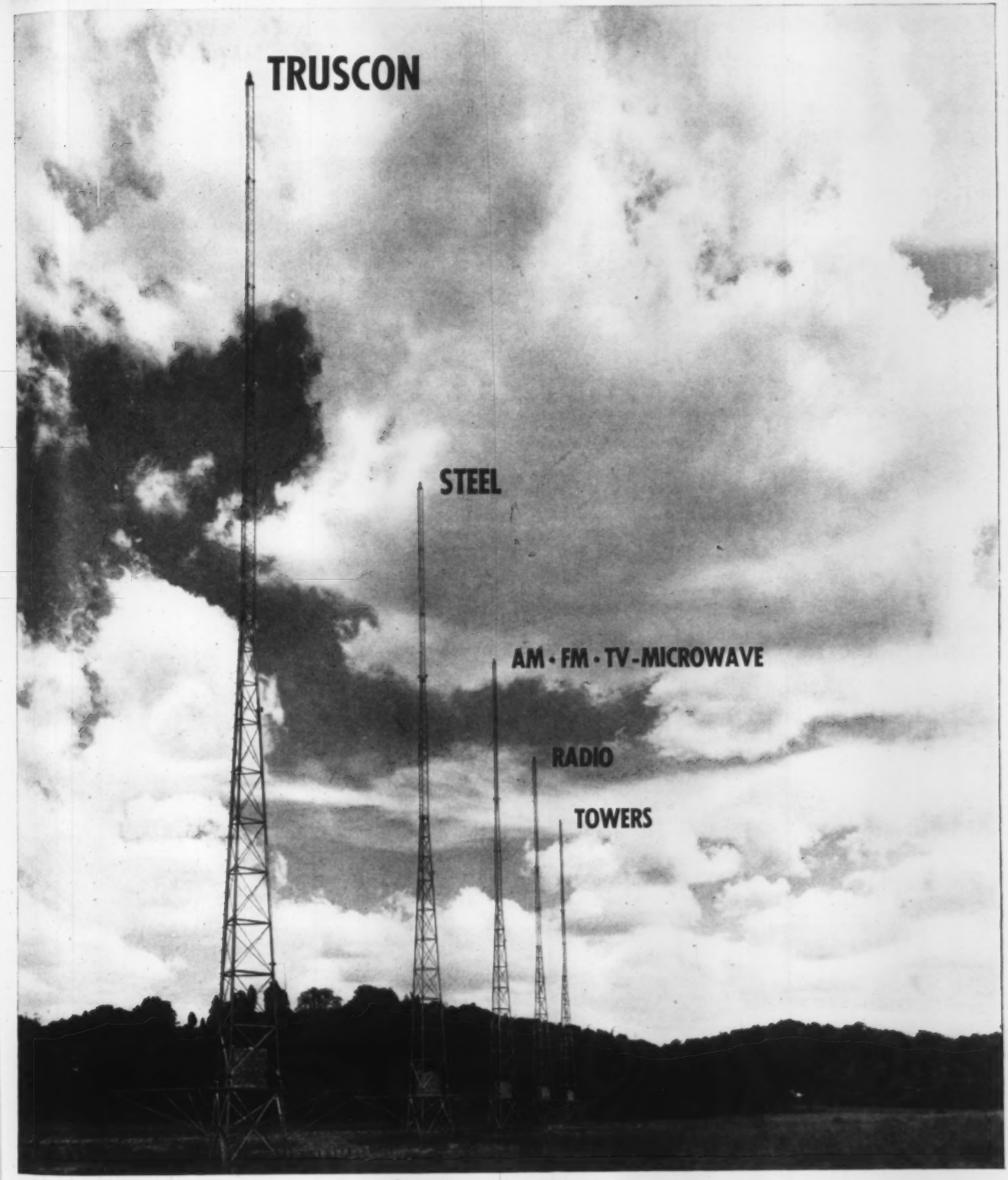
The entire series was written by LeRoy Bannerman, script writer of the University's Radio Broadcasting Services. Production and direction was divided between William A. Nail, program assistant with the Voice of America in New York City, and Edward Wooten, of Birmingham, of the production staff of Northwestern U. and coordinator of the Alabama Civil Defense Radio Project.

Winconsin broadcasts are in the form of reports to the people by Maj. Gen. Ralph J. Olson, state director of civil defense, informing the public on progress and developments in civil defense in the state.

Future plans of the CD office include a 13-week series to be initiated early in the fall. Format will be question and answer and panel discussions with specialists in various phases of civil defense explaining their programs.

OPS Survey

OFFICE of Price Stabilization investigators are surveying radio-TV set retail dealers to determine whether they are complying with OPS regulation that price charts must be posted. Dept. of Justice has instructed its attorneys in the field to enforce the OPS requirement.



SELF-SUPPORTING AND UNIFORM CROSS-SECTION GUYED TOWERS

Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAK, Nashville, Tennessee

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

WLAV
Grand Rapids, Mich.
CHARACTER
AND
CHARACTERS

—Bergner—
THE CHARACTER
on
"Early Risers"
7:00-7:45 AM
and
"Late Risers"
8:00-9:00 AM
Gives CHARACTER to your message plus a large AUDIENCE
Let this Grand Rapids' Minute Man give your Minute Plugs Character.
LET JOHN E. PEARSON HELP SELECT YOURS
WLAV
with WLAV-FM
ABC
for
Michigan's Second Market

BAB REPORTS *Outlines Independent Unit, Future Projects*

A 16-PAGE BROCHURE describing the results of BAB's first three months of independent operation and outlining its plans and projects for broad radio promotion was being circulated by the bureau last week to both members and non-members.

With it went to non-members a letter urging "full and unqualified support" of BAB, and to members a letter asking that each one solicit at least one new member for the agency.

"All-out, fully financed promotion, unanimously supported by ALL radio, alone will provide the answers you need," BAB President William B. Ryan wrote. "If the job is not done now, I predict that very soon radio may well have few standards of practice or ethics and no semblance of an equitable price structure."

The report covers the three months since BAB became an autonomous independent operation on April 1. The two immediate objectives of that period—to reorganize and get into position to serve the entire radio industry, and to expand the services formerly provided to AM and FM stations via NARTB—have been reached, the report asserts.

Future Plans

Though "for the time being" it "must remain essentially a home-based operation," BAB expects to develop gradually into "a complete, fully integrated national operation," with National Sales Division, Retail Sales Division, and field offices. "Starting with a Field Dept. in New York, field offices are to be opened in Chicago and in either Los Angeles or San Francisco," the report says.

In reporting on the bureau's progress, the brochure points out:

BAB has extended both the number and variety of sales aids and services that were formerly provided. New projects are in production. Others will go into production shortly.

Some of BAB's most constructive projects—particularly its program of fundamental, basic research—must wait. But with an adequate supply of time to plan and execute, and with the moral and financial backing of every responsible operator in the industry, BAB will eventually reach all of its goals.

In the field of original research, BAB regards a nation-wide research program "to establish the fundamental values" of radio as "vital." Until that project can be started, "BAB will endeavor to conduct one or more small-scale pilot studies. These experimental projects will probably include, in addition to evaluation of radio, new and sound research approaches to estimate the effect of television on radio and on other media; and competitive studies to appraise fairly the relative positions of radio and the other major media."

BAB's library, the report says, has "a top priority." It is envisioned as "a national repository for statistical information related to commercial radio," operating as "a clearing house for media and sales data." A semi-monthly information digest is being planned as part of the library service.

"The library will compile data on media advertising for use in competitive selling," the report explains. "It will chart budget allocations, advertising costs, result stories by business, product and media. It will serve as the central file for radio case histories and documented success stories. It will gather factual information and keep up-to-date figures on commercial radio's growth, coverages, audiences, etc."

One of the long-term projects of the library "will be to chart the history and evolution of radio rates and their relationships to other media."

Among other projects are:

A basic presentation on radio's selling power, now in production; plans to publish summaries of more than 50 radio-vs.-newspaper tests of the Advertising Research Bureau Inc.; plans to publish advertising and seasonal sales patterns of 91 hard and soft goods items; plans for a series of controlled tests on sales results, with particular attention to commercial copy and merchandising and perhaps collaborating with the "Operator 25" service of the Distribution Council of National Advertisers; clinics on commercial copy and merchandising; continuing information service on advertisers' cooperative advertising policies; bi-monthly publication of "sales opportunities"; a continuous series of radio success stories, being collected via a contest among member stations; retail information folders; stripfilms on the power and use of radio; a direct mail series stressing advantages and examples of retail radio advertising; and transcribed sales aids, for station staff training and presentations to advertisers.

BMI Display

BMI'S "American Musicana" collection of musical rarities will be displayed at the Illinois State Fair at Springfield this week (Aug. 10-19) at the request of Gov. Adlai E. Stevenson and the Illinois Broadcasters Assn. Hy Reiter, BMI advertising and promotion manager, designed the exhibit and supervised its assembly at Springfield. The display will be shown at the Wisconsin State Fair later this month and plans have been made for showings throughout the country through arrangements with broadcasters associations in each state.

KLAUS LANDSBERG, vice president Paramount Television Productions, and general manager KTLA (TV) Hollywood, and the station itself have been commended by Los Angeles 10th District, California Congress of Parents and Teachers, Inc. on KTLA coverage of the recent fire at Wilmington Oil Refinery.

FRIDAY the 13th is considered a lucky day for KGO-AM-TV, ABC O&O stations in San Francisco, by General Manager Gayle V. Grubb (r) and Chief Engineer A. E. (Shorty) Evans. It was Friday, Aug. 13, 1948, when KGO formally took possession of its current TV studios atop Mt. Sutro. Twenty-three months later, Friday, July 13, 1951, ABC formally took possession of the Eagles Bldg., which will be remodeled to house the network's radio-TV facilities there.

HAZEL BISHOP
Sets $2 Million Ad Budget

HAZEL BISHOP Inc., New York (lipstick), will be spending over $2 million in advertising for 1951-52 with sponsorship of its newest radio network show and the two-year renewal of its half-hour television show.

The non-smear lipstick firm effective early in September will sponsor a five-minute program, 8:55-9 a.m., on 200 ABC stations. The format of the show is not yet complete but will most likely be a news or human-interest type. The show precedes ABC's *Breakfast Club*.

The *Freddy Martin Show*, after a summer test on 62 NBC-TV stations, Thursday, has been so successful that Hazel Bishop Inc. has signed a two-year renewal contract with the network for a permanent time, Wednesday, 10:30-11 p.m. effective Sept. 5. It is expected that more than 55 stations of the TV network will clear time before the end of the month.

Sponsorship of the *Freddy Martin Show* may be shared on an alternate-week basis with Bretton Watch Bands, it was understood, although official confirmation was not available last week.

Both Hazel Bishop and Bretton Watch Bands are handled by the Raymond Spector Co., New York, advertising agency.

Nielsen Signs MBS

MBS has signed to become the second national network subscriber to the Nielsen Marketing Service, designed to aid it in coordinating food and drug sales information and other Nielsen marketing data with the audience measurement reports it already receives in the Nielsen Radio Index. ABC began using the marketing service in April.

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE NUMBER 21 OF A SERIES

FOR YOUR INFORMATION:

Over a 20-year period, it has been found that it takes roughly one pound of steel to bring one barrel of oil to the surface of the ground.

The oil industry needs steel for drill pipe and casing; for gathering pipe lines and cross-country pipe lines; for tankers, barges, tank cars, trucks and trailers; for refinery expansions and replacements; for storage tanks holding millions of barrels and service station tanks holding a few thousand gallons and for the 16 million drums for "packaged" goods. If steel is not available for all of those uses the oil industry cannot increase its production and delivery of gasoline and other products to the American public in time to meet expected demand.

It is estimated that not more than 75 million tons of finished steel shapes will be available this year for all purposes. One of the most difficult tasks facing defense mobilization officials and the men from various industries who are cooperating with them is that of allocating the available steel so as to do the most good for the over-all defense program. Because the total military and civilian demand exceeds supply, some needs will not be met.

Oil men believe their steel requirements deserve high priority. If the 11 million tons of steel needed by the oil and gas industries are not supplied, then the oil and gas expansion programs cannot be carried out. Failure to sustain an adequate well drilling program, for example, would result in a decline in our moderate margin of productive capacity within a few months.

The Petroleum Administration for Defense and the National Production Authority agree that at least 43,400 wells must be drilled this year. To accomplish this 1,890,000 tons of oil country tubular steel goods must be made available.

Oil men, on their part, have rolled up their sleeves and are hard at work putting every ounce of steel to the very best use so as to help provide for another probable all-time high in demand for petroleum products. They know that military requirements for petroleum products almost doubled after fighting started in Korea. They also know that military plus civilian demand is expected to go up about ten per cent this year, even if that fighting does not spread.

Oil men realize that a tremendous job lies ahead of them, but they are convinced they can handle it if they continue to get steel.

If you would like further information about the oil industry and its operations, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

P. S. You likely have in your morgue the new edition of "Petroleum Facts and Figures". It can be a valuable reference for you.

THE LATEST WCKY STORY

THE WCKY JAMBOREE IS YOUR BEST SALESMAN TO COVER THE SOUTH!

WCKY HAS MORE CONSISTENT LISTENERS THAN ANY OTHER 50,000 WATT STATION COVERING THE SOUTH

BMB PROVES IT!

610,790 BMB FAMILIES LISTEN TO THE JAMBOREE 3 TO 7 TIMES A WEEK IN THESE SOUTHERN STATES:

KENTUCKY
TENNESSEE
ALABAMA
GEORGIA
MISSISSIPPI
FLORIDA
NORTH CAROLINA
SOUTH CAROLINA
VIRGINIA
WEST VIRGINIA

WCKY—ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR WITH A NEW 1951 GE TRANSMITTER.

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

WCKY HAS THIS COVERAGE AT A LOWER COST PER THOUSAND BMB FAMILIES (3 to 7 times per week listening) THAN ANY OTHER 50,000 WATT STATION.

MINUTE PARTICIPATIONS COST ONLY $45.00 ON THE 52 TIME RATE.

IF YOU WANT THE SOUTH FOR YOUR SPOT CAMPAIGN.

INVEST YOUR ADVERTISING DOLLARS WCKY'S-LY

FOR MORE DETAILS
CALL COLLECT OR WRITE:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

The Non-Profit Motive

SEN. WILLIAM BENTON, who these days seems to be getting more and more impractical about everything except managing his own financial interests, has expressed the wish that educational television stations licensed under the FCC's proposed allocations be permitted to sell enough of their time to defray expenses.

In Senator Benton's case, the wish is father to the campaign. Although he has not attempted through legislation to alter the FCC's proposed rules limiting educational TV stations to strictly non-commercial operation, we may anticipate that he will not ignore such other means as come to his attention to encourage a realization of his wish.

It was inevitable that this question of non-profit, as compared with non-commercial, educational television would be brought up, if not by Senator Benton then by other spokesmen for the organized group which is lobbying for educational TV.

The reason is simple. By now, a lot of schools that were euchered into expressing "an interest" in the reservation of channels for their use have learned that the costs of operating a television station non-commercially are hopelessly beyond their means. If they are to entertain any notion whatever of going into television, they are aware of the necessity of obtaining some kind of income from it.

They naturally see virtues in "non-profit" operation (the term itself connoting a scholarly disinterest in sordid commercialism). It would enable them to escape vexatious taxation on the one hand and, on the other, take in as much revenue as comes their way, adjusting their expenses to match their income.

Above all it would place them in an advantageous competitive position with commercial telecasters who are obliged by law to pay heavy taxes and who must make a profit to exist.

Nobody would suffer by this arrangement except the commercial telecasters who risked their substantial investments in pioneering the field, building the audience and creating the vast public interest in TV—without all of which no educational station could possibly function.

Now the truth is that "non-profit" is a meaningless term. A station is either commercial or non-commercial, and if it accepts one dime of revenue from selling time or programs, it must be classified as commercial, whether it makes a profit or not.

Those applicants who confess to being commercial must run a fierce gauntlet of competition for assignments. The educational institution wishing to occupy one of the channels that the FCC proposes to reserve does not.

FCC Chairman Wayne Coy, testifying a fortnight ago at a Senate hearing, made the point very clearly. To change the educational reservations from non-commercial to non-profit, he said, would be to "run into a barrel of snakes." He explained:

If they [the educators] were going to run a commercial station, whether they are running it for profit, or running it just to get enough revenue to pay their expenses, the only way to get such a station is to compete with others that want commercial stations."

Chairman Coy is commendably correct in that analysis. We hope that as the pressure rises for a change to non-profit classification he and other Commissioners will maintain that stand.

Unification & Pratt

WHEN Haraden Pratt assumes his post this fall as telecommunications advisor to President Truman, it is logical to expect that he will first define for himself the area in which he will operate. Actually, the whole spectrum—from 10 kc to infinity—will be his oyster.

Reason for the appointment, as emphasized in our issue of Aug. 6, is to bring about equitable allocations of spectrum space between government and civilian users. And by government is meant mainly the military.

Two years ago, following the most acrimonious kind of intramural conflict, the military services were unified.

But have the military communications been unified? There is nothing to indicate that they have. Each major branch—Army, Navy, Air Force—maintains its own communications. Wouldn't it be in the interest of unification and of economy of valuable frequencies as well as of operation to unify them? Couldn't much of this spectrum space be diverted to the benefit of the people—for television and for other services—through communications unification?

Presidential Advisor Pratt, it seems to us, has an ideal starting place.

ASCAP on the Prowl

TEN YEARS ago an all-out war between the broadcasters and ASCAP ended with a defeated society preserving its life by accepting a government consent decree whose terms limited its previous monopolistic practices.

Today, ASCAP is asking the government to strike from the decree two requirements which have been among the strongest protection of the society's broadcast licensees: To provide per program licenses for stations desiring to buy music on the basis of use and to base fees only on shows containing ASCAP tunes.

If its first request were granted, ASCAP would be able to force all stations with BMI licenses to take out blanket licenses from ASCAP, which would then receive payment based on station revenue from all sources regardless of the use of its music.

If its second plea were successful, ASCAP would be able to include in the base for its per program fees not merely station income from programs containing its music but from adjacent announcements as well. The rejection of this demand by the TV industry was the major cause of ASCAP's breaking off negotiations for per program license terms and issuing its own unilateral form.

The universal rejection of that form and the inability of TV broadcasters to obtain acceptable terms in individual negotiations led the majority of the nation's TV stations to exercise their right under the terms of the consent decree and ask the court to set fair and reasonable terms for their use of ASCAP compositions. Now, ASCAP is trying to revise the rules to restore its old dominant status in its dealings with its broadcast customers.

But there is a vital difference between today's situation and that of a decade ago when BMI was new-born. The difference in the broadcaster's relationship with ASCAP is clearly shown in the society's plea that the consent decree terms must be changed to protect it against the "unfair competition" of BMI.

Injection of this proposal into the petition of the TV broadcasters for fair terms makes its outcome as vital to AM and FM station operators as it does to the television broadcasters. The same united front that beat ASCAP to its knees a decade ago is needed now. With it, victory will again be assured.

our respects to:

EDWARD DOUGLAS MADDEN

TO ED MADDEN, television is a series of "F's," "fantastic," "fabulous," and "frustrating."

"It's fantastic in the variety of entertainment, education and information it brings into the home," he explains. "Fabulous in its results for the advertiser, and frustrating because of the tremendous daily production that's presented to the public with too few stations and not enough cable, studios or theatres."

Mr. Madden is vice president of NBC in charge of its television network operations and sales. The one word "operations" covers supervision of technical, staging, studio and theatre services for the advertiser. The fruit of his fervor is obvious from a look at the operations of the network and the NBC-TV log. The schedule is 100% sold from 7 p.m. to 12 midnight Monday through Friday and all periods programmed Saturday and Sunday. The 3 to 6 p.m. daytime period is 90% sold, and the network has programmed 11 a.m. to 12:30 p.m. and expects to be sold out before the fall season starts.

But Mr. Madden's devotion to television is not derived at the expense of radio. He holds firmly to the view that the oldest and the newest of the broadcast media are companion tools and should be so used by advertisers.

Instead of taking money out of radio to invest in TV, he says, advertisers will get better results if they "use television for its impact in the largest markets" and rely on radio "to reach the non-TV homes in those markets, and, more importantly, to achieve truly national coverage."

Not long ago Mr. Madden had occasion to use figures from a basic television study to show, collaterally with the evidence of TV's selling power, that radio is still the most economical of all media for getting a sales message to prospective customers.

Mr. Madden's fondness for the broadcast media is neither recent nor opportunistic. His background encompasses early use of radio (from 1936 on), early TV experiments (from 1940 on) and several other media, which enhances the weight of his words when he speaks of the sales punch of radio and television.

Edward Douglas Madden is a native New Yorker who, paradoxically, attended the proverbial "little red school house." He was born in Manhattan on Oct. 29, 1905, the son of Lillian Hay and Edward D. Madden. He went to school at Monticello, N. Y., and also attended preparatory schools in New York

(Continued on page 54)

THESE SIGNS* ARE *NORMAL* IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area. Their buying power exceeds $2,300,000,000 a year.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV.

The *only* direct and inexpensive way to influence the buying of these 2,000,000 Italian-Americans is through WOV. Put it on *all* your New York schedules!

*The sign says "Pedestrian Crossing."

ENGLISH **WOV** ITALIAN
NEW YORK
5000 WATTS
Originators of *Audited Audiences*

ROME STUDIOS: VIA di PORTA PINCIANA 4
National Representative: John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19

Respects

(Continued from page 52)

City. In 1922, when his father died, he switched to night classes while working daytime with the American Hard Rubber Co., manufacturer of assorted products from combs to rubber pipe and fittings, automobile steering wheels and dashboards, and radio panels for the new fad of home built radio sets. He was then 17.

Three years later he moved from New York to Chicago as assistant manager of the company's office there, continuing his night studies at the U. of Chicago, and from that point progress has been steady.

One of his associates at American Hard Rubber, who had gone to the Reuben H. Donnelly Corp. in New York to establish a merchandising and point-of-sales agency in the automotive field, invited him to come along as co-manager. He accepted.

Next step, in 1933, was Ketterlinus Lithographic Co., Philadelphia, as vice president and manager of its newly-formed sales promotion division. There Mr. Madden conditioned himself in such diverse fields as display advertising, printing, broad point-of-sales techniques, merchandising, and promoting planning.

Then in 1936 Standard Oil of New Jersey and McCann-Erickson asked him to join the agency and handle the Standard Oil account. He went to McCann-Erickson as a vice president and director, gradually took on other accounts and meanwhile, for the first time, introduced sales promotion as an integrated part of agency service. He also established a publicity and public relations division for the agency and, between other chores, introduced Standard Oil to the South American market.

First Radio Use

It was about this time, in the mid-1930s, that Mr. Madden first encountered radio programming on a media basis. For Standard Oil he introduced a new motor oil with the *Five Star Revue*, which ran the gamut of program types with its five evening half-hour shows a week, as well as the *Babe Ruth's Boys' Club*, which is still good for entertaining stories whenever radio oldtimers gather.

For three and a half years, from late 1942 to early 1946, at McCann-Erickson Mr. Madden was in charge of new business. The agency's annual billing went from $35 million to $50 million during this period.

It was at McCann-Erickson, too, that Mr. Madden got his first experience in television, taking an inquisitive and active part in the agency's experimentation in the new medium just before World War II broke out and halted its development.

From the agency Mr. Madden went to the American Newspaper Advertising Network in May 1949 as executive vice president and director. He found the work fascinating—and not dissimilar to radio and TV, since it, too, sold "continuity of coverage"—but rising newspaper publishing costs and much smaller profits by 1950 had put the handwriting on the wall, despite the fact that ANAN then had more than 50 major newspapers for members and a billing volume of $10 million annually.

Effective Feb. 1, 1950, Mr. Madden left ANAN to become assistant to NBC President Joseph H. McConnell. Seven months later he was named to his present position.

Mr. Madden is married to the former Janet Wayne, petite blonde socialite of London and Paris, and is the father of two children: Donald Brian and Edward D. Jr. He is a member of New York's Radio Executives Club, and his hobbies, aside from television, include baseball, prize fights and generally keeping fit.

Still Waiting, Caroline?

WALTER HAASE, manager of WDRC Hartford, has just received a fan letter written 17 years ago in Winsted, Conn. The delayed letter was addressed to "Uncle Walt," a radio role Mr. Haase was playing as a WDRC announcer in 1934. It contained a request that "Uncle Walt" play the record, "Lonesome for You, Caroline."

Chicago Ad Club Elects

CHARTER members of the Advertising Club of Chicago elected permanent officers last Monday at Pearson Hotel headquarters and planned summer and fall activities. The group, an outgrowth of the Amvets Advertising club, chose Joe Biety of the American Bakers Assn. as president. Other officers:

Bob Mogge of Arthur Mogge agency, executive vice president; Bob Schroeder, Partridge & Anderson, executive secretary; Bob Kraft, American Medical Assn., treasurer; Harvey Harkaway, *Standard Rate & Data*, vice president and house chairman; John Wrath, Headley-Reed, vice president and speakers' chairman; Bill Shaw, midwestern advertising representative for BROADCASTING • TELECASTING, vice president and co-chairman of publicity with Bette Crumpocker of the Toni Co.; Peggy Allardice of J. P. Smith Shoe Co. and Lloyd Heeney of the *Chicago Tribune*, social chairman; and Bill Pierce, *Standard Rate & Data*, vice president in charge of placement. The next business luncheon is scheduled for Sept. 5.

If you have a "better mousetrap" WIBW can sell it!

WIBW pioneered the change from threshing machine to combine . . . from hand-selected seed corn to hybrid . . . from horses to tractors.

We've taken the lead in programs of home modernization, soil conservation, improved strains of livestock, and 4-H activities.

WIBW has long been recognized as the state's greatest single factor in changing established habits of Kansas Farm Families.

And because these changes have *benefited* our farm audience, they have confidence in us . . . listen to WIBW more than any other station* . . . ACT ON OUR BUYING RECOMMENDATIONS. Let us prove it with *your* product!

* *Kansas Radio Audience, 1950*

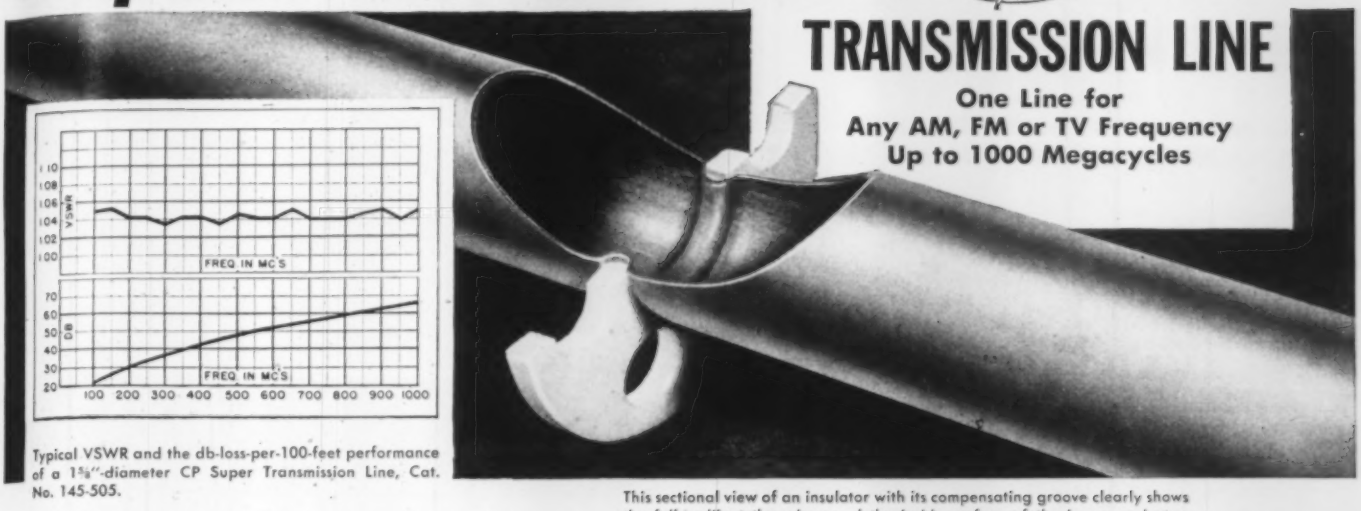
WIBW

Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

CBS
TOPEKA, KANSAS

GraybaR recommends New CP SUPER TRANSMISSION LINE

One Line for Any AM, FM or TV Frequency Up to 1000 Megacycles



Typical VSWR and the db-loss-per-100-feet performance of a 1⅝"-diameter CP Super Transmission Line, Cat. No. 145-505.

This sectional view of an insulator with its compensating groove clearly shows the full radii at the edges and the inside surface of the inner conductor

Here's a line you won't have to change for any shift in frequency, a line that can be used in any portion of the present or proposed TV band!

The new CP Super Transmission Line makes use of the new Dupont plastic, Teflon – the plastic characterized by an incredibly low dielectric constant and power factor. Its loss factor is a small fraction of that of most ceramics. Teflon is practically unburnable, unbreakable, arc-resistant, and repellant to water. The use of specially-undercut inner conductor mounting fully compensates for the supporting Teflon insulators and makes CP Super Transmission Line available for use in existing or proposed television channels. This transmission line will have wide application in any broadband service in the 1-1000 MC frequency range.

The complete compensation at each insulator is accomplished by forming the inner conductor adjacent to and immediately under each insulator so that the discontinuity capacitance at each insulator face is corrected. The special shape of the groove under the insulator decreases the overall insulator shunt capacitance to a point where the ratio of the total shunt capacitance to the total series inductance in the region of the insulator is equal to the capacitance inductance ratio at a point remote from the insulator.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts and figures about this new line. Or, if you prefer, send for the new Bulletin 850 which describes it.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements –to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

184-18

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .
Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .
(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
L. B. Hathaway, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
J. J. Connolly, Stillwell 6-5858
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

front office

HAROLD E. KING named general manager WTTH Port Huron, Mich. Mr. King managed radio station in Oklahoma and Kentucky before joining WTTH.

Mr. King

TOM FLEET, station director and salesman KVOB Alexandria, La., named manager KCNY San Marcos, Texas. He replaces **JOEL HIRSCH**, who is re-entering management consultant field.

EDWIN J. CHARLES, account executive WEAM Arlington, to WOL Washington, in same capacity. He was with WINX and WGMS Washington.

CHARLES GEORGE Jr. named to sales staff WPTF Raleigh, N. C., as local and regional sales representative. Mr. George was former station page and has just graduated from U. of North Carolina.

WALKER Co., N. Y., appointed national representative for WGTM Wilson, N. C.

WILLIAM L. SNYDER, Chicago *Tribune*, to Forjoe & Co., N. Y., as sales account executive.

FLAVIUS DANIEL, head of public relations department CKAC Montreal, appointed manager CHLP Montreal.

JAMES D. BOWEN, account executive and radio timebuyer John E. Pearson Co., named manager Minneapolis-St. Paul office, which opens Oct. 1.

ROBERT MEEKER & Assoc., N. Y., named national representative for KVOS Bellingham, KPQ Wenatchee and KWIE Kennewick, Wash.

WILLIAM R. DOTHARD, director of local sales WFBR Baltimore, appointed assistant director of sales.

Mr. Dothard

DEANE LONG, program director KFSD San Diego, appointed station manager KVOE Santa Ana, Calif.

WALTER C. WARD, general manager WBCC-AM-FM Bethesda, elected president Broadcast Management Inc. (WBCC-AM-FM). He succeeds **WILLARD D. EGOLF**.

WALLY SEIDLER, commercial manager KOCS Ontario, Calif., resigns, effective Sept. 1.

NORMAN V. FARRELL, Weed & Co., N. Y., appointed assistant sales director Bremer Broadcasting Corp., licensee WATV (TV) and WAAT Newark.

WILLIAM ENDICOTT, program director KBEE Modesto, to KGO San Francisco, as sales representative.

LARRY BUSKETT, account executive KLAC-TV Hollywood, named sales manager KLAC.

JOHN McCLAY, director of operations WPIX(TV) New York, returns to WCAU-TV Philadelphia as assistant manager. Mr. McClay was director of operations at WCAU-TV for two years before joining WPIX. He will be responsible for program development and special writing, as well as coordination of local and network programming, studio assignment and overall scheduling.

Mr. McClay

RAY TENPENNY, account executive KEYD Minneapolis, appointed commercial manager.

ROBERT E. WILLIAMS, general manager WFML(FM) Washington, Ind., elected secretary Washington Radio Inc., licensee of station.

Personals . . .

GEORGE F. LEYDORF, vice president in charge of engineering WJR Detroit, elected chairman Communications Enginering Committee of Michigan Office of Civilian Defense. . . . **HUGH B. TERRY**, vice president and general manager KLZ Denver, named senior advisor to Denver Executive Club. . . . **GENE W. LEE**, vice president and general manager KFXM San Bernardino, and vice president Southern California Broadcasters Assn., appointed coordinator of communications for Region 8, California Office of Civil Defense. His territory embraces San Bernardino, Riverside, Mono and Inyo counties. He has relinquished duties as chief of communications for San Bernardino city civil defense to **JOHN HARDER**, KFXM staff. . . . **RICHARD GERKEN**, John Blair & Co., N. Y., father of twins, a boy, Daniel Paul, and a girl, Anne Louise, July 29. . . . **BERT BANK**, general manager Tuscaloosa Broadcasting Co. (WTBC Tuscaloosa, Ala.), appointed chairman Community Chest public relations committee. . . . **FRANK BURKE Jr.**, general manager KFVD Los Angeles, appointed chairman for second consecutive year of seventh annual fall "Whingding" of Southern Calif. Broadcasters Assn.

Strictly Business

(Continued from page 18)

ing service work. But his service includes handling some of the largest advertising accounts to use radio out of Montreal for his stations. He is always available for Montreal advertising agency men with data on his stations.

Other Activities

He also has made a name for himself in Montreal aside from his work as a station representative. During World War II he was a member of the Montreal Repertory Theatre group, "The Tin Hats", which put on shows at Canadian Army camps and at hospitals. He did special theatrical events and helped in the radio end of Canadian War Loan campaigns. Since the war he has worked for such organizations as the Canadian Cancer Society and the Community Red Feather campaigns. He has in the past few years become in demand as a speaker on the subject of private radio and is well known for his talks on the monopoly of the government-owned Canadian Broadcasting Corp. For the past eight years he has been a leading figure in the Christmas productions of the Montreal Ad and Sales Club. He also has taken an active part in activities of the Canadian Assn. of Broadcasters.

When he is not busy servicing his stations and representing radio in community affairs, Mr. Dippie, a bachelor, can be found reading in his suburban Montreal home, or playing golf or busy as an amateur chef. He belongs to the Montreal Ad and Sales Club and the Marlborough Golf Club.

YANKEE SHIFT

Palen, McGivern Join WONS

A JOINT program-sales-management operation of WONS Hartford has been announced by the Yankee Network, effective Aug. 4.

The Yankee O&O station is to be managed by Ed Palen, formerly program coordinator for Yankee's O&O stations, and Frank McGivern, formerly of WCFL Chicago.

Yankee officials say that an intensive reshuffle of program and sales operations will get underway Sept. 1. New operations will be based on tailor-made program features, including personalities and a more effective use of the Yankee Network facilities.

Messr. Palen and McGivern are expected to announce details of the stepped-up operation plan later this month. Both are said to feel that a more aggressive implementation of sound sales and program policy will bring WONS a larger share of the Hartford audience.

KCBS' 50 KW

Switchover Effected Aug. 9

KCBS San Francisco boomed into Northern California with a 10-fold increase in power last Thursday.

The switch, changing the station from its old 5 kw transmitter at Alviso, on the southern shore of San Francisco Bay, to the new 50 kw operation at Novato on the north shore, was pulled by Mayor Elmer Robinson of San Francisco at 7:28 p.m. [BROADCASTING • TELECASTING, July 30].

A host of civic dignitaries and industry officials including CBS President Frank Stanton attended the switchover ceremonies. Two minutes after the switchover, the station's celebration program was picked up on the entire national CBS network for a half-hour featuring the network's top stars, among them Art Linkletter, Frances Langford, Dezi Arnaz and J. Carroll Naish. Preceding the network show, KCBS, still on its 5 kw power, presented a 15-minute local offering.

In recent weeks KCBS has plugged its impending power increase with an extensive promotion campaign. Regular station breaks reminded listeners: "We'll be 10 times stronger in just six days (four days, three days, etc.)." A clever, envelope-enclosed folder that revealed its message in sections as it was pulled from the envelope was distributed widely in the trade. Another folder was sent to the trade announcing: "This week we pull the big switch."

The new transmitter is the latest-type GE BT-25-A 50 kw standard broadcast transmitter. Each of four 500-ft. towers rests on a porcelain insulator atop a concrete foundation. To insure continuous service, Pacific Gas & Electric Co. built two miles of special 12,000 volt transmission lines connecting with two separate power sources, north and south of the transmitter site.

JOHNSON NAMED
Is WAGE General Manager

H. DOUGLAS JOHNSON Jr. was appointed general manager of WAGE Syracuse last week, succeeding William T. Lane, who has resigned to enter another phase of broadcasting. Mr. Johnson, who has operated Doug Johnson Assoc., a Syracuse public relations firm serving upstate New York, also was elected to the WAGE board and named vice president.

Mr. Johnson

The appointment was announced by WAGE President Frank G. Revoir, co-founder of the station with Mr. Lane. Mr. Lane becomes general manager of WYES(TV) Atlanta, now owned by Broadcasting Inc. following FCC approval last week of its transfer from Atlanta Newspapers Inc. (see story, this issue). He had been vice president and general manager of WAGE for more than 10 years. Coincident with his resignation he sold his 20% interest in the station to Mr. Revoir.

The new general manager formerly served as WAGE news editor, leaving that post in January 1949 to establish Doug Johnson Assoc. The public relations firm is being sold to a group including Henry A. Rosso, formerly chief account executive, who will take over direction of the company.

From 1936 through 1940 Mr. Johnson was publicity and radio director of The Lane Adv. Agency in Syracuse. He is president of the Upstate New York Chapter of Sigma Delta Chi, professional journalism fraternity, and is a member of the Syracuse Advertising and Sales Club and a number of civic organizations.

Mr. Lane was president and owner of The Lane Adv. Agency from 1937-41. He sold the firm in order to devote fulltime to WAGE. From 1938-41 he was president of the Syracuse Common Council.

WLAN BIRTHDAY
Plane Chartered From N. Y.

WLAN Lancaster, Pa., on Aug. 9 flew a group of agency timebuyers from New York to Lancaster to help Frank H. Altdoerffer, station owner, celebrate WLAN's fifth birthday anniversary. Station identifications on that day were handled by a five-year-old girl of the Lancaster area.

Bob Keller, New York sales promotion representative was in charge of plane arrangements. Arthur H. Beckwith, WLAN commercial manager, handled details at Lancaster. Staff members of Headley-Reed, WLAN's national sales representative, and members of the trade press made the flight.

Keyed Promotion

ED QUINN, sales promotion manager of WTAG-AM-FM Worcester, Mass., has come up with a color-coded promotion report system which promises to be a time and labor saving device. Heart of the system is a set of seven differently colored sheets of paper — one for each of the seven branches of WTAG promotion. Clients will receive a monthly package of these sheets which will give them a quick summary of all on-the-air and printed program promotion given their program during the month.

BYRD PROPOSAL
Would Cut Information Funds

ECONOMY amendment to funds bills pending in Congress, which would cut information services, could affect government agency work in radio and television, it has been noted. The amendment is sponsored by Sen. Harry F. Byrd (D-Va.).

As applied to the Dept. of Agriculture appropriations bill, the Byrd amendment would slice some 25% from salaries of those functions performed by a person designated as an information specialist or as a radio or television expert. It would also affect persons who assist in preparing radio or TV scripts.

Meanwhile, Rep. George H. Bender (R-Ohio), attacked the information specialist in government. Among others, he signaled out the Army and Air Force which he said "in the last year have dished out $5,868,000 to private business for advertising and promotion purposes. This includes the distribution of handouts to newspapers, magazines, radio and TV stations. One drive costing $66,000 in a single contract was directed at influencing the ladies to join the services."

CHARLES CLIFTON, program director KRKD Los Angeles, elected president of Southern California Broadcasters Assn. Bowling League. League's annual tournament starts Sept. 5.

... More precious than ever

To the life insurance policyholder who joins the armed forces, loved ones at home are more precious than ever. Their protection becomes an immediate concern.

Realizing this, we alerted each of our policyholders-in-uniform to the rights and privileges he has for keeping his life insurance in force.

If making premium payments directly to the Company is inconvenient, the policyholder can authorize the government to deduct and remit them from service pay. Or he can make advance payments, at a discount. Another alternative is for the government to advance the premium payments under the Soldiers' and Sailors' Civil Relief Act.

Thanks to the help of the press and radio, this timely information has been brought to the public at large through the news columns. We are anxious to help *all* policyholders in the armed forces to continue their life insurance plans . . . for, after all, family security is one of the most important things they are fighting for.

WEATHER — STAR ATOP OUR HOME OFFICE — FLASHES OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET · NEW YORK 19, N. Y.

'52 CONVENTIONS

Sponsorship To Be Mulled

RADIO-TV network representatives will be sounded out shortly—possibly this week—on the pros and cons involved in commercial sponsorship of 1952 national convention coverage.

Two rounds of industry meetings—one each for radio and television—were in the planning stage last week at Democratic and GOP national committee headquarters in the face of political discussion of the weighty sponsorship issue [BROADCASTING • TELECASTING, July 23].

A special meeting among GOP and Democratic committeemen was tentatively set for last Friday in an effort to resolve the question of whether coverage should be made available to radio-TV networks and if so, under what conditions.

Initial plan is to appoint two members from each of the national committee headquarters to deal with industry. William Boyle Jr., Democratic National Committee chairman, and Guy Gabrielson, GOP committee chairman, already have discussed sponsorship and other convention problems among themselves and with their respective staffs. Joint committee meeting was held fortnight ago.

It was held likely that the four national committee representatives would include Kenneth Fry and Edward Ingle, Democratic and GOP radio-TV directors, respectively, as well as Charles Van Devander and William Milander, committee publicity chiefs.

The second joint session was designed to clear the sponsorship issue before network representatives are called in to confer with national committeemen.

There is little question, of course, that widespread coverage will be given to both the Democratic and Republican national conventions in Chicago, if only as public interest broadcasts and telecasts.

Certain conditions will be attached to commercial sponsorship, however, among them factors touching on production techniques, scope of coverage and type of sponsor. Disposition of funds by both parties, in the event of sponsorship, is another problem. Selection of agency also confronts both committees.

BAB Circulates Talk

SPEECH delivered by Louis Hausman, administrative vice president of the CBS Radio Division, at the BMI Clinic in New York in June, in which he outlined listener promotion ideas [BROADCASTING • TELECASTING, June 25], is being circulated by BAB to its member stations with the admonition that "you can do an outstanding listener promotion or 'tune-in' job if you will follow Mr. Hausman's suggestions."

man cooks outdoors

Man's first cooked meal was a barbecue . . . but he spent the next hundred centuries moving the cookstove *inside* the house.

Then along came California. *Somebody* sold somebody *else* a long-handled fork and a bag of charcoal. And straightway, frying beefsteak in the backyard became the thing to do from Portland to Portsmouth.

Whether you have a fad for sale, or a fabric—sell it *first* in California and the rest of the world will buy. Sell it *best* on KMPC—with primary coverage in 197 Southern California communities.

KMPC Los Angeles—710 KC

50,000 watts daytime • 10,000 watts nighttime

RADIO — AMERICA'S GREATEST ADVERTISING MEDIUM

Represented by H-R Representatives, Inc. • Affiliate, Liberty Broadcasting System

Radiorama

AT sendoff of *Denver Post's* Frontier Days special train, KOA Denver Announcer Van Haaften interviews Palmer Hoyt, *Post* editor and publisher. At right is Lloyd Yoder, gen. mgr. of KNBC San Francisco, who joined the trainload of business and government leaders attending the Cheyenne celebration.

JERRY REUTER, KLRA Little Rock newsman, is given title of "Honorary Recruiter" by Col. Herbert Newstrom, commander in Arkansas, Louisiana and Oklahoma. Mr. Reuter donated time to writing and producing *Ramblin Recruiter*, on 50 stations.

RECORDING of first live broadcast of complete city council session in Illinois is presented Decatur Mayor Robert E. Willis by Frank C. Schroeder (l), gen. mgr., WDZ Decatur. Mike Siman, local news editor, who did the commentary, looks on.

W. T. GRANT and WTAG Worcester officials set radio promotion plans for the new Grant store in the Massachusetts city. Seated (l to r): Harry A. Andrews, Worcester store mgr.; Harry L. Dwyer, Worcester dist. mgr.; A. H. Elliott, Boston dist. mgr.; and Henry N. Wood, store merchandiser. Standing: Leonard Davis, Leonard Davis Adv. Inc.; Bernard S. Morley, WTAG sales dept.; and Richard L. Gravel, WTAG local sales mgr.

PENNSYLVANIA affiliates of LBS meeting in Philadelphia included (l to r around table): Vic Diehm, WLTR Bloomsburg; A. V. Tidmore, WPPA Pottsville; Georgine Yanavage, WPPA-FM; Ned Jay, WNOW York; Bill Caskey, WPEN Philadelphia; Benton Paschall, LBS vice president on three-week tour of East; Jules Rind, WPEN Philadelphia; Earl C. Pace, WGET Gettysburg; John P. Foster, James H. Tittle and Park Claycomb, all of WJAC Johnstown.

'FREE' TIME

Radio Cited by Services

RADIO's munificence in doling out free time for publicity on the armed forces has been officially acknowledged by the top strata in the Pentagon in testimony before a House Appropriations subcommittee.

At the same time, the group, headed by Rep. George H. Mahon (D-Tex.), satisfied itself on the whole question of advertising which one member said had been "brought forcefully" to its attention.

The question of free publicity was touched on during hearings on the Defense Dept. funds bill by Maj. T. J. Hanley, Adjutant General's Office, chief of Military Personnel Procurement Service (also see separate story).

Gen. Hanley frankly told the subcommittee:

"I have estimated, sir, that we get more than twice as much free advertising from radio as we spend on radio." He included TV broadcasting along with radio.

This comment evoked the interest of Rep. Harry R. Sheppard (D-Calif.), perennial advocate of legislation to curb network ownership of stations, who protested that newspapers and other media have shown the same generosity. Rep. Sheppard wanted to be apprised of the full procedure launched by the Army and Air Force in negotiating for a network program—in this case an unidentified show on CBS—including agency commissions.

The California Democrat, who also favors divorcing network and manufacturing firm operations, had a number of questions to ask, relating to the selection of Grant Advertising Inc. as a successor to Gardner Advertising Co. in 1949. Contract was renewed last February.

Rep. Sheppard inquired why Grant was given the account in 1949 "after not having made any presentation when programs were solicited" and why Gardner had disqualified itself. Gen. Henley said that the selection board in 1948 felt Grant had understood the problems of recruiting and was capable of handling the account. The agency did not enter a presentation in 1949 since it had presented its case the year before, he said.

Radio also was given top recognition by Army and Air Force enlistees who were interviewed from what sources of media they had received knowledge of the recruiting drive [BROADCASTING • TELECASTING, Aug. 6]. Of Army personnel 74% recalled radio spots and 63% said they had gotten most of their knowledge from radio programs. Of Air Force, 76% had recalled radio ads, while 59% attributed their knowledge to that media.

Gen. Hanley's estimate on free publicity invited speculation that the armed forces have hoped to receive perhaps close to $1 million in free plugs and time before July 1, 1952. This is based on the $735,000 requested by the services for radio-TV this new fiscal year, with perhaps 40% discounted (services usually ask for about twice as much as they hope to receive) weighed against Gen. Hanley's own estimate.

MUSIC PROFITS

Sponsors Overlook—Haverlin

ADVERTISERS have been overlooking the "money crop" that can be gathered from music programs, Carl Haverlin, president, Broadcast Music Inc., told members of the Hollywood Advertising Club last Monday.

With the proper "intelligence, imagination, technique and know-how" broadcasters can make a commercial success of musical programming, he pointed out. Such programs, he said, might be the answer to advertisers seeking profitable programs.

There is a place for all types of music on the air, he continued. Not to be overlooked or feared is classical music, of which he predicted a resurgence.

Quoting results of a listener survey made in Wisconsin, Mr. Haverlin stated that a preference for music was shown over all other types of programs. Classical music was rated first, modern dance music next.

ANA MEETING

Planned Sept. 24-26

ANNUAL meeting of the Assn. of National Advertisers will be held Sept. 24 through Sept. 26 at the Hotel Plaza in New York, ANA Chairman Albert Brown, vice president of the Best Foods Inc., announced last week.

He said Henry Schachte, national advertising manager of the Borden Co., will head the program committee for the meeting. The ANA will follow its custom of opening one day to agency and media representatives.

TOKYO STATION

Planned by Catholic Order

THE Society of St. Paul, Catholic religious order, has announced it will establish a radio station in Tokyo to begin a broadcasting battle against Communism in Japan.

Negotiations have been completed with the International Div. of RCA for equipment, according to Rev. John Chiesa, a missionary in Japan who is manager of the station.

Reportedly the first privately-owned commercial broadcast transmitter in Japan, the station will soon begin a 17-hour daily schedule "in an ideological race with Communism for the minds of the Japanese people," the announcement said.

AND

WMC IS MEMPHIS MARKET-MINDED

Today, Memphis ranks FIRST nationally in volume of wholesale sales per establishment . . . . and WMC, proud of the 1,047,000 families in the Memphis and Mid-South area, consistently schedules programs of information and entertainment specifically designed to reach this 2 BILLION DOLLAR Market . . . . best.

A good example of WMC's specific programming is the QUAKER FUL-O-PEP FEED Show, featuring the songs of Charley Dial. Veteran of 15 years in radio and star of the famed Kansas City Brush Creek Follies, Charley Dial presents his unique popular and western renditions five quarter hours a week . . . is consistently rated tops by his vast Memphis and Mid-South listening audience.

CHARLEY DIAL
ON WMC FOR
FUL-O-PEP FEED

AND HERE'S WHAT THE SPONSOR THINKS . . . .

"In the Mid-South area, it is essential that we reach the specific market for which our Feed products are designed. Charley Dial and his WMC FUL-O-PEP FEED Show have done a wonderful job in furthering the QUAKER name and FUL-O-PEP sales throughout the Mid-South."

Signed J. C. Huckabee
QUAKER OATS COMPANY

You can't afford to overlook Memphis as a National Market . . . or WMC as the leading Memphis Marketer.

WMC NBC — 5000 WATTS — 790
MEMPHIS
National Representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South
Owned and Operated by The Commercial Appeal

open mike

Thank-You Note

EDITOR:

May I thank you for the very excellent article you printed in the July 2 issue of BROADCASTING regarding the radio activity of the Netherlands Government.

Although it was not our intention, your splendid article brought forth so many requests from all over the country that we are now over-subscribed. This certainly shows the magnitude of your circulation, and further, how well-read your magazine is. Our congratulations to you and your staff.

Natalie Hall
Radio Officer, Domestic Broadcasting Division
Netherlands Information Bureau
New York

* * *

Roper on the Ropes

EDITOR:

I read with interest your report on the Elmo Roper CBS broadcast of July 29. I think the time has come when these many surveys that are being conducted on how people spend their leisure time must recognize the basic nature of radio.

Radio actually is not a leisure time activity. It is part of the warp and woof of a person's everyday life. He turns his radio on in the morning for news and weather as automatically as he looks out the window to see if it's raining. For example, Mr. Roper says that one million people say they have no free time. Are we given to believe that these one million people never, or hardly ever, listen to the radio because they have small children or must watch invalids?

The six million women "who devote much of their time to handiwork" certainly listen to the radio much of the time they are crocheting and knitting. The man with the basement workshop, of which Mr. Roper tells us there are seven million, certainly devotes much of his time to listening to the radio and does not regard it as a leisure time activity, but as integral a part of his daily living as eating.

The point I am trying to make is that to restrict the number of people "who regularly listen to the radio" to 62 million is, I think, short-changing radio (and, goodness knows, it has been short-changed enough by too many people). . . .

Mr. Roper's study is interesting but, of course, it is clearly not a media measurement. Radio is so much a part of the everyday American routine that it is almost incapable of measurement.

John Wilkoff
Director, Local Station Promotion
Broadcast Advertising Bureau

* * *

Time Out in Albuquerque

EDITOR:

My copy of *Time* this week (Aug. 6) contains no radio-TV section.

Did the radio and television industry offend Henry Luce by pointing out that the combined circulation of *Time*, *Life* and his construction paper [*Architectural Forum*] do not have one-tenth the circulation — combined — that any one of the four networks has in our county? . . .

William T. Kemp
Pres. & Gen. Mgr.
KVER Albuquerque

[EDITOR'S NOTE: Is Time-less, Life-less Bernalillo County the Luce magazines' Achilles heel?]

* * *

Damn The Torpedo

EDITOR:

As chairman of the Television Program Standards Committee, I feel called upon to comment on the editorial in the [Aug. 6] issue of [BROADCASTING • TELECASTING, entitled "TV Stitch in Time." As you are no doubt aware, the committee received from several sources the suggestion of the appointment of an industry board of review which would carry on a continuous study of TV program problems and issue from time to time reports and recommendations to the industry. . . .

The establishment of such a board will in all probability be included among the committee's final recommendations. After careful discussion, however, not only among its own membership but with the officials of NARTB, the committee decided that it was highly advisable to attempt to set forth in written form precepts of good television programming for the guidance of the industry and for the information of those directly or indirectly associated with it or otherwise interested in its activities.

We were reliably informed that the present radio program standards . . . have been of immeasurable assistance . . . as concrete evidence that broadcasters have recognized their responsibilities and have attempted to define and meet them.

I write this not in any spirit of criticism or petulance but only to let you and your readers know that your committee is interested not only in being "energetic" but also in being prudent and practical. Don't torpedo us yet. We're just doing our best to come up with proposals, sound in our opinion, which we will be prepared to recommend to the industry in its next meeting on the subject.

Robert D. Swezey
V.P. & Gen. Mgr.
WDSU-AM-FM-TV New Orleans

[EDITOR'S NOTE: BROADCASTING • TELECASTING launched no torpedos at the able Mr. Swezey's committee, indeed praised the committee for its plan for a board of review. The "prudent and practical" approach, in this publication's view, is to select a thoughtful board of review, let it function without the encumbrance of a rigid code of standards. A competent board would need no more than a brief outline of do's and don't's to guide it.]

* * *

Mind Your Manners

EDITOR:

It seems to me that today's television performers could profit from a bit of advice which I received from Edgar L. Bill, then manager of WLS Chicago. At a program meeting some 22 years ago he said, "You fellows who are on the air, remember; when your program is tuned in you are an invited guest in that home. Conduct yourselves accordingly."

Charley Stookey
Farm Editor
KXOK St. Louis

* * *

Community TV

EDITOR:

We were very much interested in the report on community antenna systems published in the July 16 issue of BROADCASTING • TELECASTING. However, we must disagree with the views expressed by Mr. Michael R. Hanna, as a prospective UHF telecaster, who fears that community antenna systems might be harmful to prospective TV licensees . . .

Let us consider a city like Harrisburg, Pa., where a Jerrold Community Antenna System is now being installed. This system will enable the residents of the city to receive signals from all four networks via WMAR-TV Baltimore (CBS), WGAL-TV Lancaster (NBC), WFIL-TV Philadelphia (ABC-DuMont). It is expected that 15,000 to 20,000 standard design TV receivers will be sold and connected to this community antenna system during the next two years. However, Harrisburg has been allocated two UHF channels. Our system is so designed that it is possible to receive the UHF signals at the master antenna tower and convert them to un-used VHF frequencies.

In other words, when the two UHF stations assigned to Harrisburg do go on the air, they will have an immediate audience of all the sets connected to the Jerrold Community Antenna System, without any necessity for converting

When the CHIPS are DOWN . . .

Yes, when the chips are down . . . when there's catastrophe in any form, fire, flood or storm, radio always gets the call . . . *and always answers!* Yes, *radio always gets the call . . .*

Why?

Because everyone knows that radio *always answers* . . . quickly *and* effectively! Radio gets the job done! *Only* radio is *proved* and accepted as an important part of *everyday living* under *every condition* in *every* kind of a *home!*

That's why . . .

When the chips are down
radio always delivers the goods . . . be it flood warnings or sales information! You can *depend* on radio! You can *depend* on KVOO, Oklahoma's Greatest Station for more than a quarter of a century!

KVOO
Oklahoma's Greatest Station
50,000 WATTS — 1170 KC — NBC AFFILIATE
TULSA, OKLAHOMA
National Representatives—Edward Petry & Co., Inc.

True Story Sells

A COMMERCIAL based on an experience of Frank E. Martino, account executive of WMTR Morristown, N. J., was reported last week to be doing a bang-up selling job for John Lotz, local Lincoln-Mercury dealer. In the commercial, recorded with Bob Mack, WMTR announcer, Mr. Martino outlined the background of his own decision to trade in his old car for a new one. Eight announcements later, the station reported, five new Mercurys had been sold, five or six other sales were in sight, and inquiries were still coming.

the television sets for UHF or adding special UHF receiving antennas. Hence those UHF stations are assured a large viewing audience from the moment they begin broadcasting . . .

Many UHF stations are scheduled for one-station cities. If these cities are already served by a community antenna system and are receiving programs from several channels, then the UHF broadcaster will have a much larger audience than he would normally achieve by his own unaided efforts . . .

Since a UHF broadcaster can place his antenna in a central location among a group of towns, instead of in the middle of one town, and use community antenna systems in several towns to assure excellent, shadow-free reception over the entire area, the UHF station will undoubtedly have sufficient coverage to be a far more profitable operation and to provide service to a far greater number of viewers . . .

When color television is generally available, it will be even more important to provide clear, ghost-free reception to every television receiver. The Jerrold system was successfully used by CBS in making their demonstrations to the FCC, and has been proved to be highly successful for distribution of color signals of any system . . .

Milton J. Shapp
President
Jerrold Electronics Corp.
Philadelphia

* * *

Accentuate the Positive

EDITOR:

This phrase came across my desk recently as the introduction to a promotion piece from one of the industry's leading organizations:

"Here's an idea you can use to excellent advantage, especially now when radio needs all the drive and steam you can put behind your sales efforts."

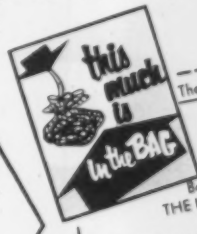
We who are removed from the direct influence of New York thinking, but who are influenced, unfortunately, by it, wish that the

(Continued on page 86)

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

2 There are Markets to sell!

In a recent, thorough investigation Advertising Research Bureau (ARBI) interviewed scores of persons who shopped in ADVERTISED stores LEARNED that some people get their information by listening others by Reading . . .



LET US PROVE IT!
Clip this coupon and receive the "Proof of Putting"

The XL Stations

Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST" . . .

Name .....
Business Address .....
City ..... State .....

The XL Stations

KXL KXLY KXLF
KXLL KXLJ KXLK KXLQ

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

CHILDREN SHOWS

Aired at U. of Calif Workshop

CONSTRUCTIVE criticism on children's commercial television programs made directly to advertisers will go a long way toward bettering such programs. This is the opinion of E. Carlton Winckler, television production manager, ABC Western Division and KECA-TV Los Angeles, who Sept. 1 becomes general manager, CBS eastern TV network. Mr. Winckler addressed educators and television specialists at the television workshop during the four-day seventh annual Children's Theatre Convention at the U. of California, Los Angeles [BROADCASTING • TELECASTING, July 23].

Over 300 educators and specialists in the four entertainment fields of radio, television, theatre and movies attended the meet, presented in co-operation with the American Educational Theatre Assn. and UCLA Theatre Arts Dept., for the purpose of discussing how children's programs in these media can be improved.

Mr. Winckler, answering the question as to how to get complaints on commercial programs across to the station, pointed out that a station's hands are tied regarding such programs. Such complaints, he stated, should be laid at the doors of the advertising agency which produces the show. He urged the group to write their opinions to agencies—to support what they thought were good shows, and to constructively criticize those to which they object. Television, a "young medium going through all the growing pains of a child," needs help from all such organizations, he said.

Seeks Criticism

A call for constructive criticism on children's TV programs also was made at the workshop by Dorothy Allen, Seattle television producer, and leader of the session. The industry, she pointed out, is willing to cooperate in producing better programs and is anxious to implement any practical suggestions offered by such lay groups as were there.

Television, if properly channelled, Gilbert Seldes, author, told the group, has the greatest opportunity for general usefulness, cultural and educational advancement of all four media represented at the clinic.

Ten major criteria for planning children's television programs were derived from the workshop on "Psychological Aspects of the Child Audience in Films and Television" during the sessions.

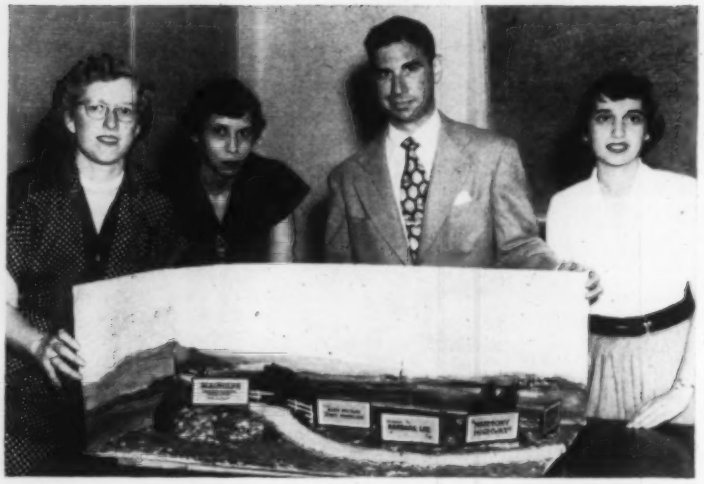
Marking a step forward in co-operation between various elements involved in bettering children's programming the 10 points indicate a temporary guide toward what should be looked for in such programming. Included are:

Leading character with whom child can identify; emotional involvement; winning by identification character; clearcut and continuous plot; opportunity for adventure; reasonably realistic and socially significant plot; good amount of dramatic action; direct and sincere presentation; provision for audience participation.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL



HERE the model stage is set for TV show, *Harmony Highway*, produced by Cleveland's Bing & Hass, advertising and promotion agency. Photo appeared in the *Cleveland Press*, which also carried a story crediting the agency, now celebrating its fifth anniversary, with obtaining success in the ad business by following the precept of always paying bills the day they are received. The *Press* feature was used as part of B&H's anniversary promotion. Grouped about the rotating model stage set that gives televiewers the feeling of motoring on a country highway are (l to r) Gertrude Hass, copywriter Adrienne Neiman, Ralph Bing and Art Director Eileen Gordon, all of the agency.

Horse Cents

AMID rising talent costs which plague the TV industry, Harold Cabot & Co., Boston, reports a refreshing incident reminiscent of "the good old days." In making a television film for a client, Adams & Swett, the agency needed a horse to play the leading role in a living room scene—pointing out that the horse's sharp shoes were very damaging to rugs. The animal selected was a 1,800-lb. draft horse, picked for his heavy fetlock. His "owner-agent," a farmer, spent considerable time giving the horse the Hollywood treatment for the TV debut—wavy mane, shining coat and brightly polished hooves. The equestrian actor was before the camera a little over an hour. When asked for the bill, the farmer disregarded the hours spent in grooming the animal. "Just like plowin'," he said, "$5 an hour." Total bill: Under $7.50.

RECORD SET SALES

Forecast for '52 by Pokrass

A RECORD sales year for television set manufacturers in 1952 was forecast last week by Louis I. Pokrass, board chairman of Tele King Corp. Relaxations in Regulation W, opening of new TV channels and the opening of Latin American and other foreign markets contributed to his optimism. By late autumn, he predicted, sales will have reached a healthy state.

Mr. Pokrass felt set manufacturers have learned the lesson of over-production and henceforth will turn out only the volume of sets they believe they can sell.

He said his company already is operating in Brazil and Mexico and has contracted for distribution in Argentina. European countries, he predicted, will offer great potentials to U. S. set manufacturers in the next few years.

KLAC-TV FILMS

Buys 52 From Quality

EXCLUSIVE television rights to 52 feature films for one year have been acquired by KLAC-TV Los Angeles from Quality Films at a cost of $302,500. The deal was consummated by Don Fedderson, general manager, KLAC-TV, and Charles Weintraub, president, Quality Films.

The group of films were obtained by the latter from independent producers, Chemical Bank & Trust Co, and Standard Capital. Included are *The Moon and Sixpence, Tomorrow the World, And Then There Were None, Angel on My Shoulder, Texas, Brooklyn and Heaven, The Crooked Way, Babes in Toyland, The Powers Girl, So Ends Our Night.*

WESTINGHOUSE

Uses TV for New Fall Sets

TELEVISION will be the major medium used by Westinghouse Electric Corp. to advertise its new fall line of radio and video sets, with the company's exclusive sponsorship of college football telecasts spearing the fall drive, it was disclosed Monday at a meeting of the company's East Coast distributors in New York.

A total of "well over $2 million" will be expended on behalf of the 16 new TV and 10 new radio receivers, Joseph F. Walsh, sales manager, Westinghouse Television-Radio Div., stated. Rights to the college gridiron telecasts, reportedly obtained at a cost of $1.4 million, will make up a substantial part of the total budget, although these telecasts will advertise appliances as well as broadcast receivers, in the same manner as *Studio One*. This CBS dramatic series, sponsored by Westinghouse, advertises a variety of the company's products.

Schedule of commercials to be used on the football programs calls for five demonstrations, from one to two minutes in length, and five "time out" commercials of 30 to 45 seconds planned for each game. Of the demonstrations, four will be devoted to appliances and one to the new TV line, with that ratio reversed for the time out announcements, four of those going to TV against one to appliances.

To Use Papers

Company will promote the football telecasts with seven pre-game ads in major city newspapers, to run the Thursday before each game. Outlining the campaign, which he called the largest in the division's history, Earl L. Hadley, advertising and sales promotion manager, urged distributors to get their dealers to back up the company's campaign with their own radio spots, newspaper ads, posters, window displays and distribution of the official handbook of the American Football Coaches Assn., identifying their stores with the telecasts.

Despite material restrictions, Westinghouse will turn out about as many TV sets this year as last, F. M. Sloan, manager of the Television-Radio Div., stated.

Westinghouse will have a color adapter ready by Oct. 1, Mr. Sloan said, which can be installed on any Westinghouse TV receiver for "well under $20" to enable black-and-white reception of the CBS color telecasts. The company has an active research and developmental program on color, he said, and when there is a demand for color receivers and convertors Westinghouse will be ready to meet it, although there is as yet no time table on the production of slave units or full color receivers.

AUGUST 13, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

"TWENTY QUESTIONS" IS THE ANSWER...

... to how to attract and build large television audiences

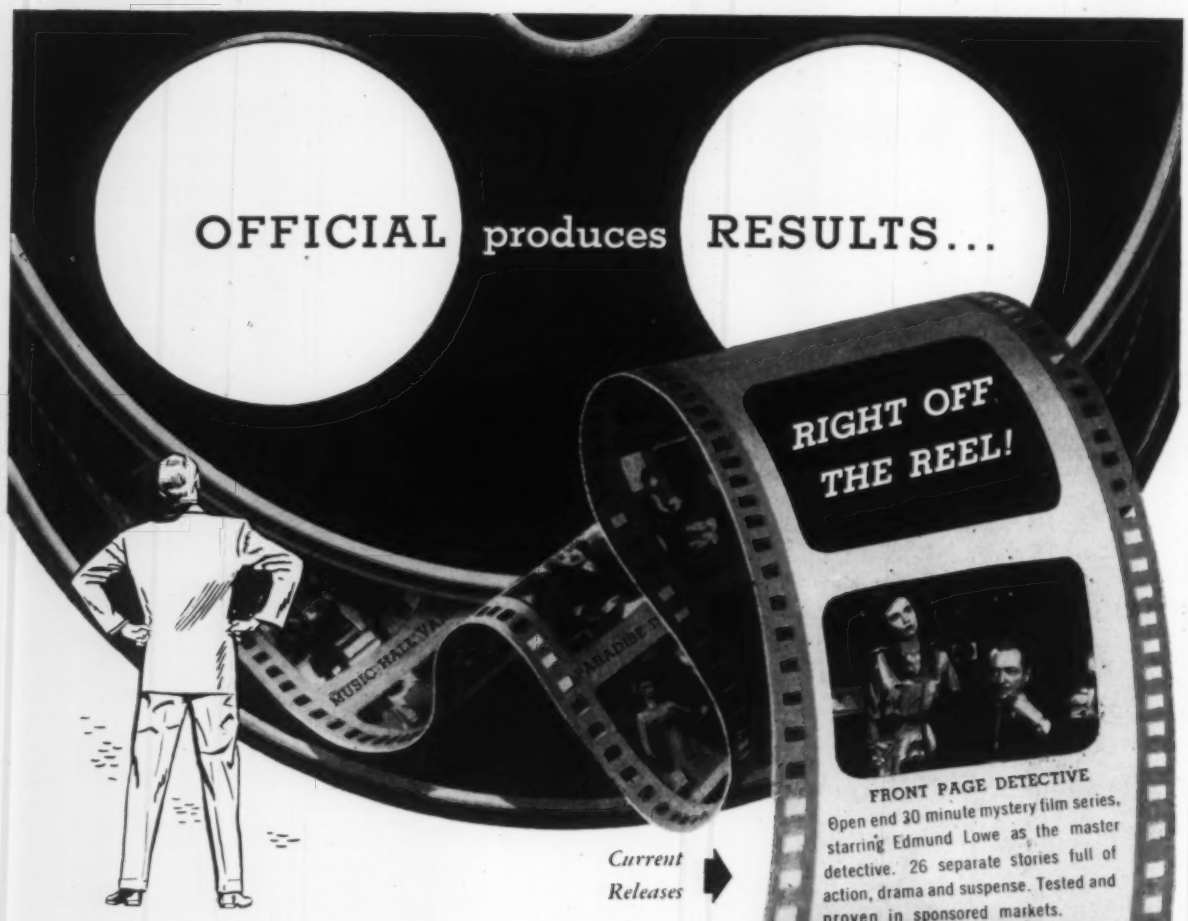
Florence Rinard
Fred Van Deventer
Johnny McPhee
Herb Polesie
A Guest Panelist
(on this particular occasion, cartoonist Ham Fisher)
with Bill Slater, emcee

America's favorite panel game is played regularly and presented by [illegible] Company [illegible] Friday at 8:30 P.M. (EST)

DU MONT
TELEVISION NETWORK
62 affiliated stations

A Division of Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22 • MU 8-2600

OFFICIAL produces RESULTS...



Current Releases ➡

FRONT PAGE DETECTIVE
Open end 30 minute mystery film series, starring Edmund Lowe as the master detective. 26 separate stories full of action, drama and suspense. Tested and proven in sponsored markets.

RINGSIDE WITH THE RASSLERS
One hour film, not Kinescope, of wrestling from American Legion Arena in Hollywood. Fastest paced, biggest name wrestling. Legion tie-in assures large audiences. Baron Leone, Don Eagle, Gorgeous George provide exciting thrills.

HOLLYWOOD HALF-HOUR
Adventure, drama, romance featuring such headliners as Ward Bond, Diana Lynn, Don DeFore, Nancy Kelly and Chico Marx. Series of 13 available immediately. Great family entertainment.

Yes, you can see *sales* results when you show Official. From our Jerry Fairbanks studios in Hollywood, Television's leading film producers present the nation's top talent in sure-fire productions . . . *specially created for TV*. Without bulging your budget, Official puts high quality television within the reach of any sponsor. For enthusiastic audiences, get the complete Official story today.

Direct all communications to our New York Office

OFFICIAL FILMS, INC.
25 WEST 45TH STREET
NEW YORK 19, NEW YORK
PLaza 7-0100

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

AUGUST 13, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

HOLLYWOOD TALENT

Will Move Into TV With Pacific Link

By DAVE GLICKMAN

WITH "big money" in the offing, a steady trek of Hollywood "names" into television is anticipated when coast-to-coast network video, now set for Sept. 30, gets underway.

Income from motion pictures tapering off, talent sees a bonanza shaping up in the new entertainment medium. There is scarcely a film star or name player in the Hollywood constellation that has not explored potentialities of video.

Sizable number of established film stars, and those of lesser caliber no longer under studio contract, will start a gradual move over to TV this fall and/or winter.

Several, such as Gene Autry and Roy Rogers, already have set up their own TV film production units starring themselves in pictures be-

See AT&T Story, Page 66

ing made for the new medium. Others are quietly investing their money in such production enterprises, or buying into video one way or another.

Many "names" in negotiating new contracts with major film studios are not only asking, but are insisting on video rights. A few have already managed this, including Bob Hope, Bing Crosby and Red Skelton.

Free from contracted commitments and already expressing intentions of working themselves into the new media are such stars as Joan Crawford, Loretta Young, James Mason, Joan Bennett, Irene Dunne, Preston Foster, to name but a few. Charles Laughton and George Raft are also winking at video. Some plan to do live programming from Hollywood. Others will be seen on film produced especially for video.

Like many others, they got their feet wet in radio but a few years ago. Realizing potentialities of the new medium, they are now exploring video.

And picture folks who looked askance at TV dramatic shows, are now changing their tune.

Many producers and directors, as well as film industry executives of varied stature, also have made entry or are shaping plans to eventually become identified with television.

Cecil B. DeMille had an offer from Goodrich a year ago to produce a series of TV dramatic shows. Other factors intervened to prevent acceptance, but his interest in video hasn't evaporated. Walter Wanger, another top movie producer, has video plans that are rapidly approaching the "announcement" stage.

Daniel T. O'Shea, CBS Inc. vice president, came to radio-TV from the movie industry. He formerly was president of Vanguard Films. Prior to that he was executive producer of David O. Selznick Studio.

Henry Ginsberg, identified with the film industry for 30 years, was recently appointed NBC general consultant, working closely with John West, the network's Western Division vice president. Mr. Ginsberg was vice president in charge of studio production and operations at Paramount Pictures for 11 years prior to joining NBC.

Sid Rogell was executive producer in charge of RKO Radio Pictures studio before he joined the recently merged Official Films-Jerry Fairbanks Productions as vice president.

Louis B. Mayer, who recently withdrew from MGM to set up his own theatrical film production firm, reportedly also will make TV pictures.

James Mason is considering the making of TV films when his 20th Century-Fox commitment to play the top role in the upcoming *Five Fingers* is completed. He has a one per year non-exclusive contract for seven years with that film studio.

With his wife, Pamela Kellino, and Bill Spier, Mr. Mason owns Portland Pictures, a company formed sometime ago to produce theatrical and TV pictures. Besides producing and directing, Mr. Mason may star in one of the TV film series now under consideration.

Snader Series

Preston Foster is being starred in a series of 39 half-hour filmed television programs titled *Walter Fortune Story* now being produced by Ted Robinson for release through Snader Productions in October. Some 10 well known film actresses have been lined up to play opposite him in the series.

Lyle Talbot plays the "heavy" and Ralph Byrd the lead in the *Dick Tracy* video series being produced and released by Snader. Allen Jenkins is being considered for lead in *Moon Mullins*, comedy TV film series based on the cartoon strip which P. K. Palmer will produce for Snader.

Vincent Price, stage, screen and radio actor, recently was signed to star in a TV film series titled *Talisman*. It is based on scripts by Eleanor Beeson.

Guy Madison and Andy Devine co-star in *Wild Bill Hickok* video series produced by William F. Broidy Productions and sponsored by Kellogg Corn Pops on some 24 TV stations. Alan Mowbray will be co-starred in the William F. Broidy Production *Heavens to Betsy*, slated for fall filming.

William Morris Agency has packaged the *Pat O'Brien Story*, a 15-minute TV show in color. Ade-Reid Productions shot the pilot film.

Edmund Lowe has the lead in *Front Page Detective*, weekly 30-minute show filmed by Jerry Fairbanks Productions. Helmut

(Continued on page 77)

SAG-TVA AGREE

On Future NLRB Elections

PAVING the way for a peaceful settlement of their long-standing dispute over jurisdiction of performers used in making films for television, Screen Actors Guild and Television Authority have agreed not to oppose each other in upcoming NLRB elections.

Screen Actors Guild has notified the AFL parent entertainment union organization, Associated Actors and Artistes of America, that if NLRB, in Case No. 2-RC-2334, decides that all performers employed by the networks should belong to one union, SAG will not appear on the ballot, leaving TVA unopposed. TVA has notified the 4-A's that it has withdrawn from NLRB Case No. 2-RC-2795 covering performers employed by 10 New York motion picture companies which may make films for television as well as theatre, commercial and educational pictures, leaving a clear field to SAG.

International board of the 4-A's, at a Tuesday meeting at which Actors Equity Assn., AFRA, AGVA, Chorus Equity, SAG, Screen Extras Guild, and TVA were all represented, unanimously adopted a resolution of approval and gratification at these pacific moves which requested "further meetings between TVA, SAG and SEG take place to promote the collective bargaining interests of all performers in the 4-A's."

Settlement Possible

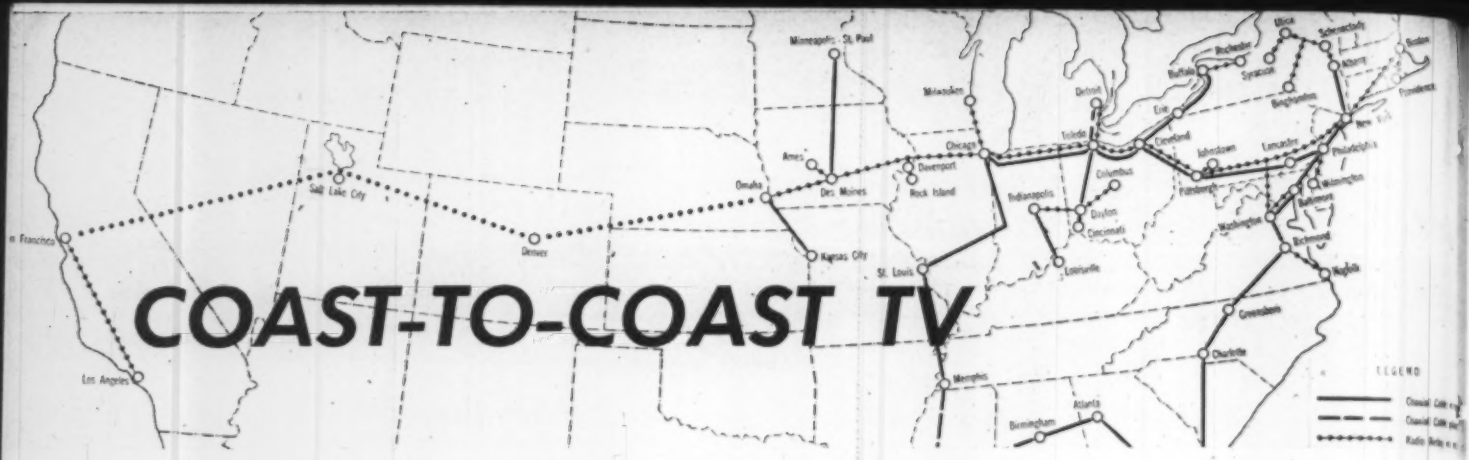
Noting that "this is the first sign of a desire to get together" on the part of TVA and SAG over video film employment jurisdiction, a 4-A's spokesman said last week that "a peaceful settlement is now possible."

The agreement came almost simultaneously with the opening of a third round of hearings held in Washington by the National Labor Relations Board on TVA's petition for certification as bargaining representative for all talent on "live" and kinescoped network programs. Nub of the controversy was CBS-TV's *Amos 'n' Andy*, filmed at Hal Roach studios on the West Coast. NLRB authorities said late Thursday that the agreement probably would have little bearing on a board decision expected shortly.

Only CBS-TV is momentarily involved in the present case. NBC-TV took no stand on the petition, while DuMont TV Network expressed no intention of getting into film production for TV. ABC-TV has indicated that it plans to enter the field.

The actual petition involves the four major TV networks — ABC-TV, CBS-TV, NBC-TV and DuMont Network, as well as General Teleradio Inc. (WOR-TV New York) and WGN-TV Chicago with respect to wage contracts. SAG

(Continued on page 77)



COAST-TO-COAST TV

AMERICAN Telephone & Telegraph Co. plans to inaugurate the opening of the coast-to-coast microwave radio relay circuit for TV program transmission Sept. 30 with a special hour-long program to be telecast simultaneously on all four TV networks with the telephone company as sponsor.

N. W. Ayer & Son, Bell System agency, last week was attempting to clear the 9 to 10 p.m. time on Sept. 30 and by Friday had obtained the go ahead from ABC-TV, which at this time has no sponsor for that Sunday evening hour, and from NBC-TV and Philco Corp., whose *Philco TV Playhouse* occupies that time each Sunday on NBC-TV. CBS-TV was trying to arrange clearance with the Lincoln-Mercury dealers who sponsor *Toast of the Town* on its hookup during that 60 minutes. Du Mont TV Network was also making an attempt to get its clients, Emerson Drug Co., sponsor of *Rocky King, Detective* Sunday at 9-9:30 p.m., for Bromo-Seltzer, and Larus & Brother Co., sponsor of *The Plain Clothesman* Sunday 9:30-10 p.m., for its pipe tobaccos, to turn their time on Sept. 30 over to AT&T.

Cites Difficulty

Major reason why transferring the hour from its regular video network sponsors to AT&T for that one night is difficult in that with the present limited intercity TV transmission facilities these programs are presented by kinescope on a delayed basis in many cities. That means that in relinquishing his network time, each advertiser must either make arrangements with the stations which normally receive the programs by kinescope to cancel the time for that week or he must go through with that program for kinescope only so that he can send it to these stations. Extra costs involved in such procedure presumably would be borne by AT&T, but in any event to work out all the details is a painstaking process.

Plans for the inaugural program are still indefinite but call for appearances by top performers. An AT&T spokesman said that he could not confirm a report that President Truman would participate in the telecast, adding that he considered this extremely unlikely.

Since on Sept. 30 only one westbound channel will be available for TV use, reported plans for a gala movie colony show on that date are obviously untrue. Hollywood's first coast-to-coast telecast origination will have to wait until late October or early November, when an eastbound channel is expected to be ready for use by the TV networks.

Addition of the western link to the Bell System intercity TV network facilities which now end at Omaha may add another headache for the network representatives who are now trying to work out a time division of the various network links for the final quarter of this year [BROADCASTING • TELECASTING, Aug. 6]. If previous experience is any guide, it seems probable that the same sort of allocation formula that was developed for eastern and midwestern connective circuits will have to be applied to this far western link as well.

Indications that AT&T engineers are not resting on their laurels with the completion of the coast-to-coast microwave relay system, but are looking forward to filling blank spaces in the TV network map, came last week when the company filed applications with the FCC for the construction of a coaxial cable link between Oklahoma City and Amarillo, which AT&T hopes to have completed and ready for use in expanding telephone service between those cities by late 1952.

There are no immediate plans for using this link for TV program transmission, but a company spokesman said that there is no reason it could not be equipped for television and that it would be if anyone orders such use.

FILM COMMERCIALS

Surveyed by ATS

NEED for standardized procedures in the ordering and production of filmed commercials for use on television is urged by agency film buyers and TV film producers. This is revealed in their response to questionnaires circulated among both groups in a nationwide survey conducted by American Television Society.

More than half of the film producers, in answer to one question, stated that they consider the information provided them by the agencies is on the average inadequate as a basis for the competitive bidding procedures which has become standard practice in the placement of this business. And both producers and agency buyers, by overwhelming majorities, agreed that a standard specification form prepared by ATS or some similar all-industry group for the use of all agencies and producers would be helpful.

Accordingly, the ATS film commercials committee which prepared the questionnaire will shortly begin work on a standard specification form, Gene Reichert, G. M. Basford Co., committee chairman, said last week. When complete, he said, the proposed form will be submitted to leading buyers and sellers of TV commercial films and after their approval has been obtained it will be presented to the entire industry for general use.

Opinion Divided

Tabulation of responses to the questionnaires, prepared by Committee Member C. E. Hooper for ATS, shows wide areas of disagreement as to the duties and responsibilities of agencies and film producers. A list of 30 items appended to the question "who do you think should provide these production items?" found the majority of both agency and producer respondents agreeing on only about two-thirds, and there was frequently a divided opinion among the members of each group.

On the item of preparation of the client's products for photographing, for example, 44 of the agencies felt this to be an agency function; 33 felt it the producers' responsibility and eight that it should be a joint activity. The producers, on the other hand, voted 23 that it is their job to prepare the products for the camera to 14 who thought the agencies should do it and six who voted to make it a joint venture.

Most agencies (35) felt that cast selection is their function, but a sizable minority (21) said the producer should select the cast and an even larger group (29) felt that it should be handled on a joint

(Continued on page 75)

* * *

Mr. Gudebrod | Mr. Reichert | Mr. Hooper | Mr. Dunford | Mr. Freese | Mr. Roush

POWER BOOSTS

FCC Clears 45 Applications

CLEARER TV pictures for viewers of 41 TV stations became a reality last week when the FCC cleared up the 45 applications for higher transmitter output powers under its "Fifth Notice" ruling.

First move in cracking the three-year-old freeze on TV applications, the ruling permitted TV stations to up their transmitter power to rated 5 kw output [BROADCASTING • TELECASTING, Aug. 6, July 30].

It means, also, that these stations enlarged their service areas to a marked degree.

Of the 41 stations now putting out higher-powered signals, *Louisville Courier-Journal's* WHAS-TV is the only TV station in the country hitting the permitted peak under present regulations—50 kw effective radiated power. Among the others getting permission during the past two weeks, WFBM-TV Indianapolis went up to 30.8 kw. ABC's WENR-TV Chicago and *Philadelphia Bulletin's* WCAU-TV both went to 28.3 kw.

High-Power Outlets

Nine TV stations among the 107 now operating have been radiating for some time in the higher-powered class: In Los Angeles, KECA-TV puts out 29.4 kw, KFI-TV 30.2 kw, KLAC-TV 28.1 kw, KTLA (TV) 30 kw, KTTV (TV) 30.9 kw. Others which have been transmitting substantial signals are KPIX (TV) San Francisco, 29.9 kw; WDSU-TV New Orleans, 30.8 kw; WJAR-TV Providence, 30 kw; WATV (TV) New York, 30.5 kw.

Although radiated power is important in TV, it is not as signfiicant as it is in AM broadcasting. Coverage is a factor of antenna height and transmitter power. Thus, many stations may be putting out strong signals from high antenna sites, even though their radiated powers may be low.

The four still pending applicants for authority to boost transmitter powers are KTSL (TV) Los Angeles, whose application involves move to Mt. Wilson; WTTV (TV) Bloomington, Ind., also inlvolving move of antenna site; KRON-TV San Francisco, already putting out 5 kw transmitter output, but which desires to change its antenna operation; WABD (TV) New York, held up due to conflict with WNHC-TV New Haven.

WNHC-TV Request

WNHC-TV asked FCC last week to permit it to boost transmitter power to 5 kw—even though it is a community station and thus limited to 500 w output. New Haven station wants to radiate 18.9 kw instead of 1.82 kw it is putting out now.

In its petition, the Channel 6 station says that the FCC proposes to make it a metropolitan station on Channel 8 and that present 1.82 kw ERP is not strong enough to properly serve New Haven itself. It also calls attention to probable increase in adjacent channel interference if WABD is permitted higher power.

Grants for Power Increases

FOLLOWING TV stations have received FCC permission to increase their transmitter powers to maximum 5 kw rated output, as result of the Commission's "Fifth Notice," issued July 26 [BROADCASTING • TELECASTING, July 30]. These include all 41 granted such authority.

Station & City	Effective Radiated Power From	To
WTVJ Miami	1.45	16.5
WAVE-TV Louisville	7.0	24.0
WOR-TV New York	9.0	22.0
WPIX New York	3.6	21.7
WNBT New York	5.2	18.3
WJZ-TV New York	3.0	16.3
WCBS-TV New York	13.7	20.1
WHEN Syracuse	15.0	27.0
KRLD-TV Dallas	15.1	27.0
KMTV Omaha	11.7	16.5
WGN-TV Chicago	11.2	29.0
WNBQ Chicago	21.8	23.2
WBKB Chicago	11.0	25.2
WENR-TV Chicago	25.0	28.3
WSM-TV Nashville	14.4	23.8
WHAM-TV Rochester	16.7	22.0
WXEL Cleveland	21.0	25.6
WKTV Utica*	13.0	25.0
WTVN Columbus	6.0	19.7
WICU Erie**	2.0	3.0
WDEL-TV Wilmington**	0.476	0.680
WGAL-TV Lancaster***	0.880	0.9
WJAC-TV Johnstown	6.5	9.3
WKZO-TV Kalamazoo	8.0	15.7
WKY-TV Oklahoma City	12.0	16.9
WSAZ-TV Huntington	12.0	16.7
KFMB-TV San Diego	20.0	27.4
WAGA-TV Atlanta	18.0	26.5
WHAS-TV Louisville****	9.6	50.0
WNBK Cleveland	15.0	17.9
KNBH Los Angeles	15.0	25.2
WNBF-TV Binghamton	12.0	23.5
WHBF-TV Rock Island	11.0	23.3
WTVR Richmond	12.16	17.2
WSYR-TV Syracuse	23.0	26.0
WWJ-TV Detroit	13.7	20.5
WBRC-TV Birmingham	12.2	15.0
WFBM-TV Indianapolis	28.2	30.8
WCPO-TV Cincinnati	21.0	24.0
WCAU-TV Philadelphia	25.0	28.3
WOI-TV Ames, Iowa	13.0	15.7

*WKTV transmitter power increased to 4.3 kw.
**WICU and WDEL-TV are community stations, limited to 500-w transmitter output.
***WGAL-TV is increasing its aural transmitter output only. It already is radiating 1 kw visual power.
****WHAS-TV transmitter power increased to 4.6 kw.

J. R. POPPELE (standing), vice president and chief engineer, WOR-AM-TV New York, watches meters as Charles H. Singer, assistant chief engineer, turns up the power in WOR-TV's transmitter at North Bergen, N. J., to 22 kw ERP at a height of 1,050 feet above sea level.

U. S. Shoe Buys

RED CROSS SHOES (U. S. Shoe Corp.) will sponsor hour-long musical revue *Irving Berlin's Salute to America*, 8-9 p.m., Sept. 12, over NBC-TV. Mr. Berlin, who is contributing his fee to the Girl Scouts' "God Bless America" fund, will debut as TV producer, director, and master of ceremonies on the program which will feature his own favorite compositions. Agency is Stockton, West and Burkhart, Cincinnati.

EDUCATORS OPPOSED

In TV Funds Move

FIRST industry action has been taken to oppose use of tax funds for school TV stations.

Organized effort of educator groups to obtain blocks of frequencies has aroused opposition of the Illinois Broadcasters Assn., which last week notified high state officials that IBA was opposed to construction of a TV station at the U. of Illinois.

In notifying these officials of the action, taken at the Aug. 3 IBA meeting, the association sent copies of a resolution adopted unanimously except for votes of U. of Illinois representatives.

While IBA was taking its action, NARTB on its own behalf was considering legislative proposals of Sen. William Benton (D-Conn.), covering educational TV and proposing a federal agency to act as proctor of commercial broadcasting.

NARTB headquarters officials met recently with John Howe, assistant to Sen. Benton. In its latest TV newsletter to members, NARTB described the Benton plan to set up a citizens radio-TV advisory board as "one of the most critical problems facing radio and television today."

The NARTB letter quoted Mr. Howe as saying he had sent a revised version of the Benton proposal to network executives, FCC Commissioners and others for comment. An early conference between Sen. Benton and NARTB President Harold E. Fellows is planned, Mr. Howe told the NARTB representatives.

The legislation raises these other questions, according to the NARTB letter:

(1) Would this become a super-censorship board—accomplishing its ends by the "lifted eyebrow" technique implicit in the Blue Book issuance five years ago?

(2) Would it become a government-sponsored pressure group forcing broadcasters to set aside time for so-called "public service" programs?

(3) Would it expand its powers gradually (thus do bureaucracies begin) and become a sprawling program-review board, federally sponsored, within a few years?

On Capitol Hill, Sen. Benton readied a new bill and resolution for introduction in the Senate [CLOSED CIRCUIT, Aug. 6].

While differing from the legislation he introduced last June [BROADCASTING • TELECASTING, June 11, 4] it would have the same effect: Create a National Citizens Advisory Board for Radio and Television to act as a non-commercial watchdog over commercial broadcasting, and force a review of radio-TV in the light of educators' demands.

Text of the resolution adopted by the Illinois Association follows:

Whereas the IBA is opposed to the Joint Committee for Educational Television's proposals for reservation for channels, and

Whereas the U. of Illinois is taking a leading part in promoting these programs and spending tax funds for that purpose, and

Whereas any announcement of donations for initial construction costs for TV transmitters may be most misleading to the public since it is conservatively estimated that further investment in equipment and personnel and daily operating costs will total hundreds of thousands of dollars annually, and

Whereas a university station in Urbana will serve a radius of 60 miles or less and cannot ever serve the major centers of Illinois or the entire population thereof, and

Whereas the state university could, to much greater advantage, use the taxpayers money to produce television programs for use on commercial stations which will provide time without charge for worthwhile educational programs of general interest and which will assure statewide television coverage for the state university,

Therefore, be it resolved that the IBA oppose the expenditure of tax funds to build and operate a university television station and deplore such proposals and hereby instruct its officers to forward a copy of this resolution to Gov. Adlai Stevenson, the members of the Illinois General Assembly and to the president of the U. of Illinois.

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RCA, CBS Ready Berlin Demonstration

(Report 176)

EUROPEANS from both sides of the Iron Curtain will get a chance to see U. S. television in action—both black-and-white and color—in a two-week series of demonstrations slated to start in West Berlin today (Monday) under sponsorship of the Economic Cooperation Administration in collaboration with the U. S. High Command in Germany.

Coinciding in part with the second World Communist Youth Festival now in progress in East Berlin, the color TV demonstrations will be staged by CBS and the black-and-white by RCA. Russian guards reportedly have attempted to close off the border between East and West Berlin but news reports indicate that thousands are eluding the guards to visit the Western Sector. These visitors are expected to be among the audiences for the TV showings, which for most Berliners will be their first.

An estimated 2 million youths are attending the Communist festival, which opened Aug. 5 for 14 days. The number of these who will have visited the Western Sector by the time the festival is over is expected to reach the tens of thousands.

Elaborate arrangements have been made for both RCA and CBS showings.

RCA's will be held in Schowenedergerstadt Park, described as containing the largest outdoor theatre in Europe, and spokesmen said about 25,000 persons are expected to witness the RCA shows daily. CBS's will be held in the Funksturm Exhibit Grounds, with "many thousands" expected to see each demonstration.

In addition, RCA has installed its transmitter control console in a corner window of the city's largest department store, and is setting up 40 home receivers in other windows of the store. Sixty other sets have been installed by RCA in other public places in West Berlin's 14 wards. Three large-screen projection receivers also have been installed by RCA, which estimated the value of its equipment at $335,000.

Russians Planning Show

There have been reports that Russians are planning a television show of their own in East Berlin in connection with the youth festival. In that event youths who slip into the Western Sector will be able to compare their own brand with the U. S.-type product.

Announcing its plans, RCA said it is prepared to present the most comprehensive and ambitious television demonstration ever staged in Europe. It sent a crew of 29 TV engineers, technicians and producers, headed by Richard H. Hooper, manager of the RCA Victor Promotion Div., to install the equipment and conduct its demonstrations.

For the color demonstrations, CBS is supplying equipment and experts, and has built a special stage on the Funksturm Exhibit Grounds for the production. Dr. Peter C. Goldmark, vice president in charge of engineering research and development for the CBS Labs Division, who developed the CBS color system, heads a group of seven CBS experts on hand for the showings. John Martin is producing the color programs, which will include dramatizations of the Marshall Plan's productivity drive; sports events, and entertainers from a number of countries.

In addition to the TV equipment, RCA has sent along a large educational exhibit including radio receivers and 45-rpm phonographs.

* * *

Advertest Takes Survey On 'Amos 'n' Andy'

MOST Negroes interviewed by Advertest Research in regard to the *Amos 'n' Andy* show do not believe that the program reflects unfavorably on the Negro.

The Advertest survey, released last week, was undertaken because of the controversy concerning the program [BROADCASTING • TELECASTING, Aug. 6]. National Assn. for the Advancement of Colored

(Continued on page 77)

Weekly Television Summary—August 13, 1951—TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	60,331
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	304,418
Binghamton	WNBF-TV	41,300
Birmingham	WAFM-TV, WBRC-TV	57,400
Bloomington	WTTV	16,800
Boston	WBZ-TV, WNAC-TV	747,000
Buffalo	WBEN-TV	207,322
Charlotte	WBTV	84,413
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	937,965
Cincinnati	WCPO-TV, WKRC-TV, WLWT	300,000
Cleveland	WEWS, WNBK, WXEL	486,491
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	125,720
Davenport	WOC-TV	56,385
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	205,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	604,293
Erie	WICU	60,050
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	125,720
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	71,721
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	48,000
Indianapolis	WFBM-TV	168,250
Jacksonville	WMBR-TV	35,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	125,047
Lancaster	WGAL-TV	106,352
Lansing	WJIM-TV	55,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV KNBH KTLA, KTSL, KTTV	1,002,000
Louisville	WAVE-TV, WHAS-TV	91,987
Memphis	WMCT	89,007
Miami	WTVJ	75,000
Milwaukee	WTMJ-TV	247,368
Minn.-St. Paul	KSTP-TV, WTCN-TV	269,108
Nashville	WSM-TV	35,074
New Haven	WNHC-TV	153,808
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,425,000
Newark	WATV	
Norfolk	WTAR-TV	72,845
Oklahoma City	WKY-TV	87,636
Omaha	KMTV, WOW-TV	81,152
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	863,348
Phoenix	KPHO-TV	37,900
Pittsburgh	WDTV	300,000
Providence	WJAR-TV	156,000
Richmond	WTVR	85,071
Rochester	WHAM-TV	86,085
Rock Island	WHBF-TV	56,384
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	48,120
San Antonio	KEYL, WOAI-TV	48,756
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	203,529
Schenectady Albany-Troy	WRGB	159,200
Seattle	KING-TV	87,500
St. Louis	KSD-TV	300,000
Syracuse	WHEN, WSYR-TV	124,450
Toledo	WSPD-TV	125,000
Tulsa	KOTV	83,525
Utica-Rome	WKTV	47,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	278,100
Wilmington	WDEL-TV	74,817

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 13,098,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

"He profits most who serves best"

For 29 years here at WSB — and now 3 at WSB-TV — our primary interest has been the acquisition and maintenance of audience. It was our original conviction that this best could be achieved through a dedication to service in the public interest.

The soundness of this philosophy is now well established. For, throughout all these years, in every audience survey ever made in Atlanta by any recognized authority, WSB and WSB-TV have been a dominant first.

The policy that has paid rich audience dividends for WSB and WSB-TV pays-off handsomely for advertisers, too. Let our Petry representative tell you how these stations can profit you.

Worthy organizations currently being supported by WSB and WSB-TV

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Atlanta Municipal Government
Community Chest
Georgia Medical Association
N.A.A.C.P.
U.S. Naval Reserve
Eight Georgia Colleges and Universities
Atlanta Public Schools
Cerebral Palsy Campaign
American Cancer Society
YMCA and YWCA
Boys Club of Atlanta
Fulton County Plan of Improvement
U.S. Employment Service
Treasury Department
National Council Christians and Jews
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AFRA CONVENTION

TVA Merger Expected

DELEGATES to the 12th annual national convention of the American Federation of Radio Artists, who met in Minneapolis Thursday for a four-day session, were expected to adopt a resolution calling for a merger with the all-video union, Television Authority. One top-level AFRA spokesman anticipates a "complete" merger within a year.

Pros and cons of the merger, which has been proposed by AFRA locals in New York and Los Angeles, were slated for Friday and Saturday portions of the agenda.

The hottest convention topic—treatment of AFRA card-holders labeled as subversive—was scheduled for a battle on the convention floor late Saturday.

AFRA members were balloted a month ago on a proposed constitutional amendment approved by the union's executive board, to ban subversives.

In New York, AFRA spokesmen announced that the anti-Communist referendum had carried by a vote of 2,118 to 457, with 401 ballots declared void. It was not disclosed whether any members would be automatically expelled.

The constitutional amendment approved in the referendum would bar from AFRA membership any performer who had been proven, in a state of federal court action, to have been a Communist since Dec. 31, 1945. It also would disqualify any AFRA member identified as a Communist by the State Dept., Justice Dept., or FBI, and any member who affiliates with organizations which the U. S. Attorney General terms "subversive."

The American Civil Liberties Union asked AFRA, before the mail referendum was completed, to reconsider the matter. The subject was expected to come up at the AFRA convention.

Subversive Question

Convention delegates, about 200 in all, were expected to adopt some kind of resolution on the question rather than withdraw the proposal completely, with debate centering on the specific provisions of the alternate amendments. Members met to consider limitations which could be incorporated to rule out Communist influences but which would also refute critics who say the amendment, as submitted, is "restrictive, vindictive and all-inclusive to the point of depriving people of their livelihood."

The Television Authority merger, in the opinion of most AFRA members, would save them time and money and make their work routing more efficient and the union stronger. Members shifting between the different fields represented by TVA could work on one card and pay one scale of dues, rather than several. TVA is now comprised of members of AFRA, Actor's Equity, American Guild of Variety Artists, American Guild of Musical Artists and Chorus Equity.

If the AFRA convention approves the move, Television Authority members can study the same proposal in November when they meet in annual convention, probably in New York. The original articles of agreement which founded TVA provided for a convention within two years, at which time the group could continue with a status quo existence, form another union group or merge with member unions. One name suggested for the all-embracive radio-TV talent union was the American Federation of Radio & Television artists.

Each AFRA delegation met Thursday afternoon for its own caucus, while New York, Chicago and Los Angeles convened in a single group because of the mutuality of their problems. The executive board, representing all three regions, met informally Thursday evening. Friday night the entire delegation was to attend a party at the estate of General Mills President Leslie N. Perrin.

MOVIE GRID TV

Opposed by FTPC

NAVY scheduling of some of its football games this fall on the Theatre Network Television drew fire last week from the Fair Television Practices Committee, an organization devoted to fighting box-office TV [BROADCASTING • TELECASTING, Aug. 6, July 30].

Protest was sent Vice Admiral Harry W. Hill, U. S. Naval Academy superintendent, by Jerome W. Marks, FTPC chairman. "Theatre television is a commercial operation . . . it offers no public service features. The Academy, on the other hand, is entirely supported by public funds and presumably should be operated solely in the public interest," Mr. Marks said.

Calling the exclusive telecast rights with theatre TV "an example of bad policy" by the Academy, Mr. Marks said the committee believes Navy football games should be made available for telecasts "for the general public benefit." Mr. Marks said his group had learned three of Navy's games have been assigned to theatre TV.

FTPC, he said, "wishes to point out to you that among those who will be deprived of the opportunity to witness telecasts of Navy football games will be thousands of hospitalized veterans, soldiers and sailors, who obtain a sense of active participation in life through the medium of television."

The complaint came shortly after announcement of the full schedule of major Eastern college grid games for theatre telecasting last week by Nathan L. Halpern, president of Theatre Network Television.

Reportedly already signed by TNT for the upcoming season are the U. S. Naval Academy, Dartmouth, Princeton, Pittsburgh, Yale, Columbia and Fordham. Other signings are expected to be announced shortly. TNT's schedule will cover games from Sept. 22 to Dec. 1.

NCAA EXPERIMENT

NBC-TV to Carry Games

WESTINGHOUSE Electric Corp., sponsor of the NCAA experimental TV football schedule, last week announced that NBC-TV had been selected to carry the games during the 10 week (Sept. 22-Nov. 24) experiment.

In making the announcement, J. M. McKibbin, vice president in charge of consumer products for Westinghouse, said that more than 50 stations of the NBC-TV network would be used to televise some 40 college teams selected by the Westinghouse agency, Ketchum, McLeod & Grove, Pittsburgh.

An agency representative said that no schedule could be announced until Sept. 1 because the colleges fear notice of games to be televised would hurt advance gate sales.

Referring to the notice that the AT&T transcontinental cable will be in effect by Sept. 30, the agency representative said that they might find it highly desirable to feed games cross-country.

It was understood that Westinghouse is paying regular rates to NBC-TV for the telecasts.

Announcement was also made of the appointment of Edwin S. (Red) Reynolds, former promotion manager, WOR New York, as director of the NCAA experimental program. Mr. Reynolds is slated to act as liaison between the colleges, Westinghouse and the agency, and will also supervise developments in such operations as theatre television, Skiatron, Phonevision, etc.

HIGHEST TV transmitting antenna in the country will be claimed by KOAT Albuquerque once construction is complete. KOAT plans to begin construction of television studios, installation of equipment and erection of the antenna as soon as FCC authorization is granted. The antenna will be located at Sandia Crest, 10,678 feet above surrounding terrain. Inspecting the site are Al Cadwell (l), KOAT manager, and Lew Pett, of DuMont. Equipment has been ordered from DuMont Labs Inc., Clifton, N. J.

ATLANTIC PACTS

Releases Colleges on TV

ATLANTIC Refining Co. announced last week that it is voluntarily releasing "a number of colleges on the Eastern seaboard" from contracts covering Atlantic sponsorship of TV coverage of their football games this fall.

The move was made, the announcement said, to "give the Nation Collegiate Athletic Assn. a free hand in carrying out its experimental plan for the television of college football next season." The contracts being released gave Atlantic options for first-refusal rights on TV coverage.

Atlantic had bid unsuccessfully with Westinghouse for sponsorship under the NCAA plan (see adjacent story).

FIGHT COVERAGE

CBS Radio-TV Slate Bought by Pabst

PABST Brewing Co. last week returned major boxing to the "home TV" fold, by signing for Wednesday night sponsorship of 41 telecasts and 37 broadcasts of International Boxing Club bouts over CBS Radio and Television networks.

The competitive theatre-TV interests, however, won exclusive rights to the Joe Louis - Jimmy Bivins fight from Baltimore this Wednesday night.

Pabst will launch its fight coverage via radio and TV six weeks earlier than usual, with two championship matches from Madison Square Garden: Aug. 22, Light-Heavyweight Champion Joey Maxim vs. Bob Murphy, and Aug. 29, Welterweight Champion Kid Gavilan vs. Billy Graham. It is also negotiating for rights to the Randolph Turpin - Ray Robinson middleweight championship fight, Sept. 12.

The CBS Radio Network is not scheduled to carry the fights during September, but will resume Oct. 3, for the season.

Agency for Pabst is Warwick & Legler Co., New York.

Meanwhile, NBC was querying major TV manufacturers in a plan for joint broadcast TV sponsorship of major sports events as a means of combatting possible inroads by theatre-TV interests. The joint-sponsorship plan of covering top-flight bouts was inaugurated by eight manufacturers in coverage of the Joe Walcott-Ezzard Charles championship match via DuMont-TV a few weeks ago. That deal was negotiated by DuMont officials.

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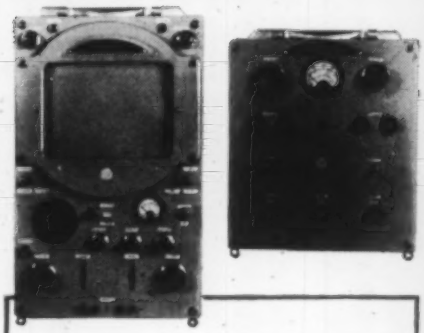

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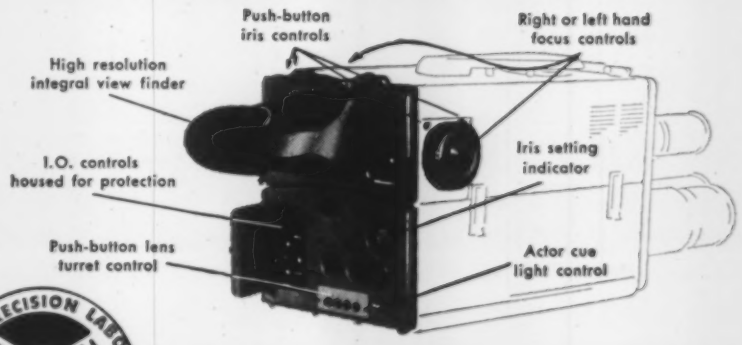
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Right or left hand focus controls
High resolution integral view finder
Iris setting indicator
I.O. controls housed for protection
Push-button lens turret control
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TV Camera Chains • TV Film Chains
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JEFFERSON STANDARD BROADCASTING COMPANY

CABLE TELEVISION FOR 3 MILLION CAROLINIANS

ANDERSON, SOUTH CAROLINA

Sensation-city of the South Carolina Piedmont, Anderson's industrial payroll has grown from 7 million to 44 million annually since 1940. The 250,000 people in Anderson's trading area receive television service from three stations but 89% "tune most" to WBTV Charlotte.

WBTV

REPRESENTED NATIONALLY BY RADIO SALES

JUNE GROSS LAGS

Networks in Summer Drop

JUNE marked the first sign of a summer decline in TV network billings comparable to the traditional summer slump of radio broadcasting, according to figures released to BROADCASTING • TELECASTING last week by Publishers Information Bureau. They showed that the combined gross time sales of the four TV networks in June totaled $8,996,940, more than $1 million under the combined May gross of $10,011,144.

The June total of just under $9 million is more than three times the PIB figure of $2,884,273 for the same month of 1950 and although there is no direct comparison, as DuMont TV Network figures are included in this year's PIB reports whereas they were not during 1950, there is ample evidence that TV billings have practically tripled in the past year.

The same conclusion is indicated by the figures for the first half of each year, 1951's January-June four-network total being $55,098,126, compared to 1950's first-half three-network total of $14,031,385.

Procter & Gamble Co. continues to head the list of TV network time users, although its June gross time purchases of $563,650 lagged nearly $80,000 behind its May gross of $642,432. Only change in the top ten TV network sponsors (Table I) is American Tobacco Co., whose June gross time purchases topped its May total by some $30,000 when *Your Hit Parade* and *Big Story* had five broadcasts each in June against four in May. It replaced Anchor-Hocking Glass Corp., whose *Broadway Open House* dropped from a five-a-week basis in May to three-a-week in June. Table II lists the top TV network advertiser in each product group.

Product group total TV network time purchases, itemized in Table III for June and January-June for 1950 and 1951, shows foods the most heavily TV network advertised class, followed by smoking materials, toiletries, soaps and cleansers, automotive, household equipment, beer, radio and TV sets, drugs and remedies, and household furnishings advertising, in that order.

List is almost the same as for May, except that drugs and remedies moved into ninth place by practically doubling its gross time expenditures over May, pushing household furnishings from ninth to tenth position.

Increase in gross time purchases in the drugs and remedies category resulted largely from the inauguration in June of three new programs sponsored by advertisers in this class: Kendall Co., sponsoring *Super Circus* for Curity bandages and first aid supplies; Noxzema Chemical Co. starting *Cameo Theatre* for its medicated cream; Lehn & Fink Products Corp. starting *Doodles Weaver* for Lysol and other products.

TABLE I

TOP TEN TV NETWORK ADVERTISERS IN JUNE 1951

1.	Procter & Gamble	$563,650
2.	General Foods	482,223
3.	Colgate-Palmolive-Peet	384,278
4.	R. J. Reynolds Tobacco Co.	364,520
5.	Ford Motor Co.	257,715
6.	American Tobacco Co.	227,420
7.	Liggett & Myers Tobacco Co.	222,240
8.	Lever Bros.	212,235
9.	P. Lorillard & Co.	200,421
10.	Quaker Oats Co.	192,403

TABLE II

LEADING ADVERTISERS IN EACH GROUP, JUNE 1951

Class	Advertiser	Net Gross TV Time Costs
Apparel, Footwear & Acces.	International Latex Corp.	$ 49,688
Automotive, Automotive Acces. & Equip.	Ford Motor Co.	257,715
Beer, Wine & Liquor	Anheuser Busch Co.	107,000
Confectionery & Soft Drinks	Mars Inc.	45,460
Consumer Services	Arthur Murray Dance Studios	28,112
Drugs & Remedies	Kendall Co.	51,645
Food & Food Products	General Foods	482,223
Gasoline, Oil & Other Fuels	Texas Co.	52,900
Household Equip.	Westinghouse Electric	92,900
Household Furnishings	Mohawk Carpet Co.	121,680
Industrial Materials	Anchor-Hocking Glass Corp.	93,043
Insurance	Mutual Benefit Health and Accident Assn.	39,200
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	31,365
Office Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	30,455
Publishing & Media	Time, Inc.	57,780
Radios, TV Sets, Phonographs, Musical Instruments, and Acces.	Philco Corp.	102,200
Retail Stores & Direct Mail	Drugstore Television Prod.	138,225
Smoking Materials	R. J. Reynolds	364,520
Soaps, Cleansers & Polishes	Procter & Gamble	563,650
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	257,978
Miscellaneous	Quaker Oats Co.	49,920

TABLE III

COMPARATIVE GROSS TV NETWORK* TIME SALES BY PRODUCT GROUPS

CLASS	JUNE 1951	JAN.-JUNE 1951	JUNE 1950	JAN.-JUNE 1950
Apparel, Footwear & Acces.	$ 138,980	$ 1,338,026	$ 48,270	$ 346,883
Automotive, Automotive Acces. & Equip.	692,985	4,775,020	428,103	2,157,558
Beer, Wine & Liquor	415,742	2,314,023	73,840	648,501
Building Materials	.....	7,690	.....	.....
Confectionery & Soft Drinks	204,486	1,286,876	160,019	505,107
Consumer Services	28,112	315,712	22,950	99,765
Drugs & Remedies	304,985	1,178,220	12,330	109,800
Food & Food Products	1,984,434	11,897,230	466,904	1,980,261
Gasoline, Oil & Other Products	188,650	1,274,887	107,470	583,710
Household Equipment & Supplies	495,899	3,463,458	154,000	919,143
Household Furnishings	284,995	1,938,259	210,153	966,019
Industrial Materials	144,103	1,611,353	75,515	85,213
Insurance	39,200	246,990	.....	.....
Jewelry, Optical Goods & Cameras	116,645	1,112,851	16,725	43,296
Office Stationery & Writing Supplies	39,465	168,555	.....	.....
Publishing & Media	83,415	398,078	21,765	125,297
Radios, TV Sets, Phonographs, Musical Instruments and Acces.	342,511	2,508,353	293,627	1,475,402
Retail Stores & Direct By Mail	155,565	991,270	.....	1,631
Smoking Materials	1,224,631	7,343,715	517,144	2,551,009
Soaps, Cleansers & Polishes	911,691	4,457,092	31,635	193,515
Toiletries & Toilet Goods	1,111,736	5,778,966	225,313	1,143,039
Miscellaneous	88,710	691,502	18,510	95,096
Total	$8,996,940	$55,098,126	$2,884,273	$14,031,385

SOURCE: PUBLISHERS INFORMATION BUREAU

* 1950 figures cover ABC, CBS, NBC TV networks only, with DuMont excluded; 1951 figures include all four networks.

behind the scenes of the nation's screens

Bell technician at monitoring and control position, television network center in New York.

TELEVISION network transmission requires precise and costly equipment. Yet the equipment alone would be of little use without trained personnel to operate it.

So the Bell System trains men, even as it extends its television channel miles. They are provided with the special apparatus needed to handle television's ever-changing requirements.

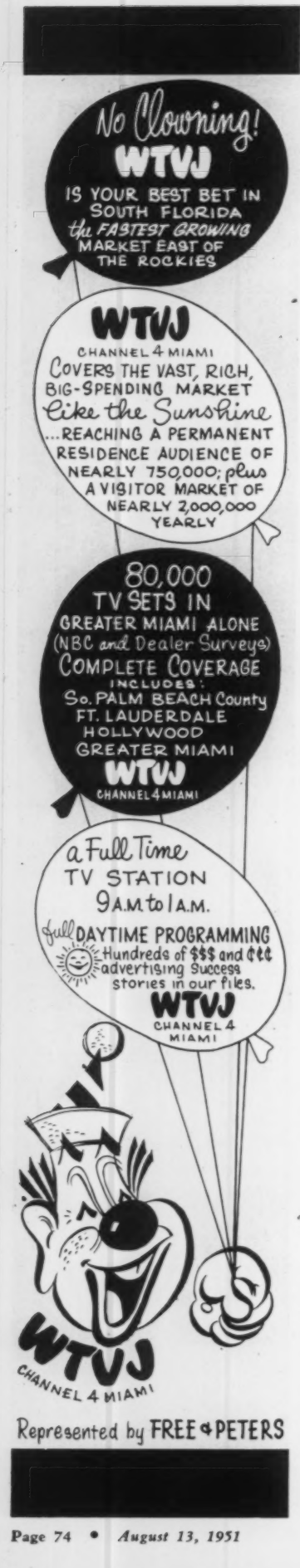
Control Center technicians monitor Bell circuits to see that programs travel smoothly, that switching takes place with a minimum of interruption. Their skill and equipment help make network television flexible and smooth in operation, even though the combination of stations and networks may alter every 15 minutes.

In less than six years the Bell System has established over 18,000 miles of television channels to serve the industry. The value of coaxial cable, radio relay systems and associated equipment used by the Bell System for television purposes is nearly $85,000,000.

Yet charges are relatively low. The Telephone Company's total network facility charges—including both video and audio channels—average about 10 cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

PROVIDING NETWORK TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW



UNIQUE STATION

FCC Gets Plan For Viewer Ownership

RESIDENTS of Las Vegas and Southern Nevada would become owners as well as viewers of the local TV outlet proposed there by Desert Television Co., according to a unique plan submitted to FCC last week by the applicant. Under the plan, each purchaser of a TV set would automatically be given stock in the station at no extra cost. Set dealers also would be part owners.

Desert Television, whose principals are identified with the ownership and operation of KRAM Las Vegas, has applied for Channel 13 with effective radiated power of 3 kw visual and 1.5 kw aural. Estimated cost of the TV outlet is about $153,000, with $60,000 estimated as the first year's operating cost. Initial annual revenue of $100,000 is expected.

Desert Television has authorized 299,000 shares of stock at $1 par and proposes to allot $125,000 worth of its stock to local citizens under the plan. Several local TV set dealers each propose to purchase 10,000 shares in the applicant and in addition "to include in their sale of television sets to the public at large five shares of the common capital stock . . . for each $100 television set or installation sale." The set purchaser would receive the stock at no cost, the set dealer making the payment to Desert Television.

Under the proposed plan, each set dealer in addition to his own purchase of 10,000 shares in the station would "purchase or cause to be purchased" a total of 9,000 shares within one year. If this condition is met, the dealer automatically would receive a bonus of 1,000 shares at no cost.

FCC staff members reportedly have found no legal bar to the stock plan, although it was pointed out there might be some obstacle under local laws or in merchandising policy of the trade.

Boulder City Broadcasting Co., licensee of KRAM, also has an agreement with Desert Television to operate and manage the proposed TV station for five years. As compensation, Boulder City Broadcasting would receive 10,000 shares of Desert Television each year. Economies of operation and sharing of talent and experience between the two outlets is envisioned in the agreement.

KRAM President Edward P. Jansen is also president of Desert Television, holding a 6.6% interest in the latter. Vice president with 20% of the TV applicant is Otto F. Stoehr, San Francisco restaurant owner. Dr. Ray T. Frederick, Tacoma, Wash., physician, is one-third owner. A 6.6% interest presently is each held in Desert Television by Secretary-Treasurer Truman B. Hinkle, also secretary-treasurer of KRAM, and Directors I. J. Larnin, C. Norman Cornwall, Marquita A. Manning, Evelyn A. Mackenzie and Kermit Moe. All are stockholders in KRAM.

BOXING RIGHTS

House Asked to Probe

REQUEST was made last week that Congress investigate whether there is "unreasonable restraint" in the purchase of exclusive rights to boxing-match telecasts by theatres for large screen viewing.

A resolution introduced in the House last Monday by Rep. L. Gary Clemente (D-N. Y.) would set up a select committee to investigate all phases of national boxing. In addition to the TV probe, it would include study of whether operators in the narcotic trade have infiltrated the sport, whether there is syndicate control over boxers, managers and matches, and whether the public is being denied national competition for boxing titles.

Section on television reads: "Whether or not the people of the U. S. are being denied the viewing of boxing matches on television by unreasonable restraint."

Rep. Clemente said he had introduced the legislation (H Res 367) because "millions of fans are restricted from seeing matches on their sets" when theatre TV interests outbid broadcast interests.

He said not only were theatres restricting this viewing according to their individual seating capacity but also "one theatre showing" in an individual city further deprived the public from the opportunity of seeing a bout.

The Congressman said he had received over 100 letters from constituents protesting restrictions. Rep. Clemente also said he has received "favorable comments" on his resolution from "20 or 25 Congressmen." The resolution was referred to the House Rules Committee.

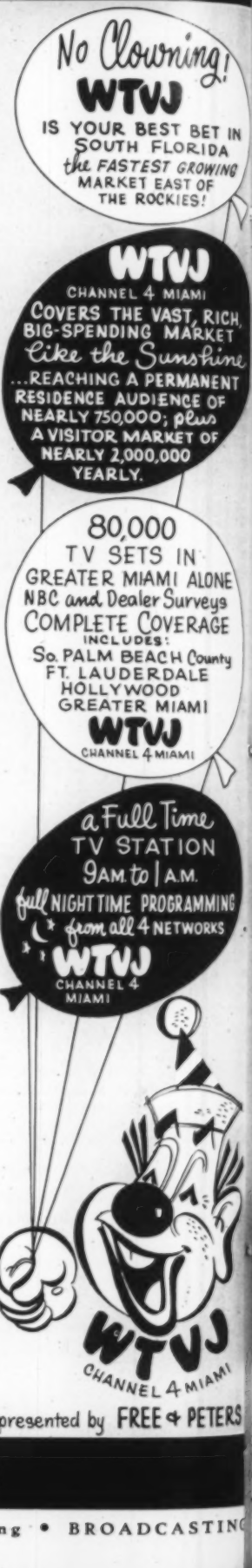
MESTRE STATIONS

Buy DuMont Units

SALE OF two 500 w TV transmitters to Goar Mestre interests in Cuba were announced last week by Allen B. DuMont Labs.

One transmitter has been delivered, but it could not be learned where the CMQ owner planned to install it. Mr. Mestre already operates CMQ-TV on Channel 6 in Havana, and has made known plans for other stations in Camaguey, Santa Clara, Matanzas and Holquin to establish a Cuban interconnected network.

Same plan is in the works for the other Havana TV interests—CMUR-TV. In a recent statement, Irving Later, New York representative for Union Radio Television, said URT planned to spend $2 million this year in establishing 5 kw stations at Santa Clara, Camaquey, and Holquin, and 500w stations at Santiago de Cuba, Matanzas and Pinar del Rio [BROADCASTING • TELECASTING, May 28].



ZENITH ANSWERED

On Its Channel 2 Request

ZENITH doesn't have a leg to stand on. That was the essence of the reply of Balaban & Katz, licensee of WBKB (TV) Chicago, and CBS to the radio-TV manufacturer's request that FCC determine its rights in Chicago's Channel 2 for which it has applied [BROADCASTING • TELECASTING, Aug. 6].

Both Balaban & Katz and CBS made these points in "motions to strike," filed with the Commission Aug. 6:

(1) If Zenith's request is a comment on the proposed allocation plan, it has been filed too late. Comments, both statements pointed out, were due May 7; oppositions, June 11.

(2) If Zenith wants an official ruling from the FCC, it should also be denied. Zenith has no rights in Channel 2, the statements declared, because there is no conflict between Zenith's application for that channel and the proposed reassignment of WBKB from Channel 4 to Channel 2. The reassignment is being made by FCC order; therefore, there is no legal ground on which Zenith can get into the case.

There is no prejudice to Zenith's application in changing the frequency of WBKB, the Balaban & Katz statement averred. It continued:

If the Commission adopts the other proposals for Chicago . . . there will be no vacant VHF channel for which Zenith can apply. But, exactly the same result would follow if the Commission had not proposed to modify WBKB's license but had simply reduced the number of VHF commercial television channels to four in number.

Next step is up to the FCC.

Neither Balaban & Katz nor CBS addressed themselves to the question of whether the Commission should change its present practice of lumping all applicants for a single city into one hearing for available channels.

That question—as well as how the Commission is going to distinguish between VHF and UHF applicants—will be faced after the allocations proposals are made final, it was learned.

ABC Names Barker

CECIL BARKER, executive producer and program director KTSL (TV) Los Angeles, last week was named television program and production director of ABC Western Div. and the network-owned KECA-TV Los Angeles, effective Sept. 1. Before joining KTSL two years ago, Mr. Barker was executive production assistant to David O. Selznick for five years.

Mr. Barker

ASCAP FEES

Matter to Judge Goddard

JUDGE Henry W. Goddard of the U. S. District Court in New York will hear the petition of 56 TV broadcasters asking the court to set fair and reasonable fees for the use of ASCAP music on television and also the request of ASCAP for modification of the terms of the government consent degree [BROADCASTING • TELECASTING, Aug. 6, July 23].

No date has been set for the hearing as Judge Goddard is away for the summer but presumably it will take place sometime this fall.

U. S. District Court Judge Gregory Noonan granted the request that the matter be referred to Judge Goddard last Tuesday. Move was made by agreement between Simon H. Rifkind, counsel for the TV station operators, and Robert P. Patterson, counsel for ASCAP, because Judge Goddard conducted the proceedings at the time ASCAP accepted the original consent decree in 1941 and also at the time of the amended final judgment in 1950.

SCHOOL RADIO

Annual Conference Held

"TELEVISION is no threat to school radio," Franklin Dunham, chief of the Radio Div., U. S. Office of Education, declared at the Fifth Annual Conference on Radio in Education.

Mr. Dunham spoke before 125 teachers, school administrators and directors of 10 w FM educational stations gathered at Indiana U. on Aug. 2-3.

Rather, television has stimulated interest among school people in owning broadcasting facilities, said Mr. Dunham. Low-power FM stations were suggested as being within financial reach of schools. As a means of supplying such stations with program material, Mr. Dunham mentioned the new tape-recording project located at the U. of Illinois. He suggested also that the USOE may in time become a repository for tape-recorded educational programs.

Citing a need for subsidies, the conference looked to national networks to release more programs for rebroadcast on non-commercial educational stations.

One difference of opinion among school officials remained. That is whether radio broadcasts to schools should emphasize direct instruction or should supplement regular school work and stimulate pupil interest throught showmanship.

The conference was organized and directed by George C. Johnson, director of radio educational programs at Indiana U.

WDGY Minneapolis is first station in area covered by fifth district of the American Legion to receive a national citation for "outstanding public service" to legion.

Film Commercials

(Continued from page 66)

basis. The producers were more unanimous in voting that this is part of their assignment, 23 voting that way to six who would leave it up to the agencies and 14 who thought it should be a joint function of both agency and producer.

Majority of both agencies and producers felt that three is the desirable number of producers to be asked to bid on any TV commercial film order. Asked which method of seeking bidding information is preferable agencies voted 28 for scripts, 33 for story board and 27 for individual briefing as their first choices, with only two votes for mass briefing. Producers voted 15 for scripts, 17 for story board, 10 for individual briefing and two for a general briefing session.

Both groups agreed that three days to a week should be allowed for preparing bids, but where the majority of agencies reported that they allow a week on the average, most producers said that they are allowed only one day to prepare their bids.

Questionnaires were sent to 237 agencies—all that were listed as having a TV department or executive—and to 160 film producers felt to be currently or potentially active in the field of producing film commercials for television. Answers tabulated included 86 from agencies and 45 from producers, with a few more coming in each day.

Decision to explore the matter of standard specifications for TV film commercials followed an ATS meeting last fall [BROADCASTING • TELECASTING, Nov. 20] at which a scheduled forum discussion of film production problems errupted into an argument over responsibility for the too-frequent and too-costly mistakes, agency panel members blaming the producers and vice versa. Ensuing discussion revealed a basic lack of understanding between the two groups which pointed to the need for industry standards and ATS agreed to circulate a questionnaire as the first step toward fulfilling this need.

Committee members in addition to Chairman Reichert, are: Thomas J. Dunford, Transfilm Inc.; John Freese, Young & Rubicam; G. David Gudebrod, N. W. Ayer & Son; C. E. Hooper, C. E. Hooper Inc.; and Leslie Roush, Leslie Roush Productions.

Cincinnati Pool

WLWT (TV) WKRC-TV and WCPO-TV Cincinnati, in a special pool arrangement last week brought Queen City viewers the first public hearings telecast there. Hearings centered around the City Council's investigation of alleged auto wreck-towing racket involving the police. The stations last Monday cancelled all afternoon schedules to carry the entire hearing from 1:45-5 p.m.

UNITED FEATURE TELEVISION

presents a great "sports catch"!

DICK DUNKEL'S COLLEGE FOOTBALL RATINGS!

Entering the second big TV season! Dick Dunkel's Football Ratings have been followed by millions of fans for over twenty years. Package includes weekly merchandising traffic-puller mat service with ratings on 400 teams.

Action shots from top college and university teams across the nation. Scientifically computed strength ratings and expectations in coming games. 13 week presentation . . . first release Sept. 17th. Time: 15 minutes. Commentary by Bob Wilson. Write, phone or wire immediately for your market price.

A
TEL RA PRODUCTION

Producers of *National Pro Highlights, Telesports Digest, Touchdown* and *Sports Briefs*

UNITED FEATURE TELEVISION

220 E. 42nd St. N. Y. 17, N. Y.
Murray Hill 2-3020

Movies in Radio-TV

(Continued from page 23)

"from the information now before the Commission, that, despite the applicants' characterization of the above applications as applications for approval of 'involuntary' transfers of control, the actions taken thereunder were voluntary in nature and were taken without approval of the Commission as required by Sections 310(b) and 319(b) of the Communications Act."

Secs. 310(b) and 319(b) of the Communications Act require FCC approval to transfers of licenses and construction permits, respectively.

The initial issue given in the order seeks to obtain full information "with respect to the participation of any of the applicants, their officers, directors, stockholders, employes, or agents, in any violations of either Federal or state anti-trust laws."

The order indicated FCC wished to determine the "extent and character of such participation, and the results of any litigation flowing from such participation."

FCC Explains Order

"More specifically," the order said, FCC wished "to secure information as to: (a) Whether the violations committed were willful or inadvertent; (b) whether the violations were committed over a long period of time or, in terms of time, were isolated events; (c) whether the violations were recent; (d) whether the violations also constituted violations of Secs. 311 and 313 of the Communications Act."

Sec. 311 authorizes FCC to refuse a license to anyone found guilty by a Federal court "of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication."

Sec. 313 of the Act makes the anti-trust laws applicable to radio broadcasting and allows a court in making an anti-trust decree to also revoke the radio license of a party adjudged guilty. Sec 311 also directs FCC to refuse a license to any party whose license was previously revoked under Sec. 313.

The Commission stated it also wanted details "concerning the individual or individuals responsible for the formulation of the applicants' present business policies and to determine whether those policies as formulated, and as executed, are violative of Federal or state anti-trust laws."

As a further general issue, FCC said it wished to determine "in the light of the evidence adduced" under certain other issues, "whether the applicants, their officers, stockholders and directors, are qualified from the standpoint of character and conduct to be licensees, and whether the grant of the above applications would be in the public interest, convenience and necessity."

In connection with the several transfer applications pending, FCC stated it seeks information on the terms of the consent decree entered by Paramount Pictures Inc. as a result of the Supreme Court's ruling in *U. S. v. Paramount Pictures Inc.* (334 U. S. 131), and as to the steps taken by Paramount Pictures Inc. as a result. The Commission indicated it is interested in the steps taken to "properly comply" with Secs. 310(b) and 319(b) of the Communications Act.

The 1948 SCOTUS ruling, which pertained to other major movie firms in addition to Paramount, held certain practices of these firms in controlling the production, distribution and exhibition of movies violated the anti-trust laws. The court did not hold vertical integration *per se* was illegal.

The case was remanded to the District Court to consider whether particular theatre holdings of various producing and distributing companies violated these statutes. Paramount entered into a consent decree in 1949, agreeing to separate its production and distribution activities from those of exhibition.

Two new independent firms were organized for this purpose. Paramount Pictures Corp. succeeded to the production and distribution business while United Paramount Theatres succeeded to the exhibition business, involving operation of several hundred theatres. The original Paramount radio holdings were proposed to be divided between the two new firms and the pending transfer applications cover this phase.

FCC said it desires "full information with respect to all the facts and circumstances surrounding the filing" of the transfer applications. The order indicated FCC seeks further "to determine whether the execution of any contracts, agreements or understandings entered into by Paramount Pictures Inc. relating to said transfer applications . . . or any acts performed pursuant thereto, were in violation" of Secs. 310(b) and 319(b) of the Communications Act or Secs. 1.321, 1.342 and 1.343 of FCC's rules.

Complete details "regarding the properties received by transferees, Paramount Pictures Corp. and United Paramount Theatres Inc., as a result of the dissolution of Paramount Pictures Inc., the consideration paid therefor, and the terms of payment of such consideration" was set forth as desired by FCC. "In the event no monetary consideration was paid," FCC said it wished "the full terms of the transactions resulting in the acquisition by the transferees of the properties in question."

H. PETER LASKER (r), manager, WLWD (TV) Dayton, mixes in a playful tussle with a Baer. In this case it's Max Baer, the former heavyweight champ, and the pair was only joking after a tennis match. Dorothy Sanders, WLWD promotion manager, intercedes. Mr. Baer was in Dayton to referee WLWD's television wrestling tournament, won by Ruffy Silverstine and Mildred Burke. Some 7,000 persons attended the tournament finals, held last month in the U. of Dayton fieldhouse for the benefit of the cerebral palsy fund.

The Commission stated it also wished to determine whether, since Jan. 1, 1950, the broadcast facilities licensed to Paramount Pictures Inc. "have been owned, operated or controlled by individuals or corporations without authorization of this commission and in violation of Sec. 301 of the Communications Act." Sec. 301 requires that the operator of a radio station must have a license therefor.

Aside from seeking details about the corporate structure of Paramount Pictures Corp. and United Paramount Theatres and the legal and other qualifications of their officers, directors, and stockholders, FCC said it wished to determine "the policies to be pursued" by the two companies "in the operation and control of the broadcast facilities owned by them or their subsidiaries." FCC said it wants in addition "full information as to the individual or individuals authorized to formulate and execute such policies."

Paramount spokemen last week officially had "no comment" upon the Commission's order. However, it was understood they felt the issues in the hearing "sound worse than they are" and merely pose questions they normally would be expected to meet during the course of such a hearing.

Paramount through the years has vigorously held that FCC "may not lawfully revoke or fail to renew the license of an otherwise qualified applicant because of allegedly monopolistic practices in a non-communications field . . . and may not even take into account such violations unless and except to the extent that they bear a proximate and proved relationship to the qualifications of the applicant or licensee for station management and control."

"The Commission has available a direct, reliable guide to Paramount's qualifications for licenses: namely, its record as a licensee over a period of many years," FCC was previously informed.

The Paramount views were emphasized to FCC in early 1949 in a memorandum brief seeking renewal of the licenses of certain subsidiary firms. Paramount claimed that to disqualify anti-trust violators would mean a "sweeping reorganization" of the U. S. radio and TV structure [BROADCASTING • TELECASTING, March 21, 1949].

"The business establishments in the U. S. which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries" and it would be contrary to "law, policy and common sense" to preclude them from radio, Paramount argued.

It was noted that when the Justice Dept. began its investigation of movie practices in 1938, Paramount and the other firms "voluntarily cooperated" with the government to remove the causes of the complaint. The proceeding described as "remedial" and not "punitive," culminated in the 1948 SCOTUS ruling and subsequent 1949 consent decree.

FCC's early contention that Paramount's 29% of DuMont constitutes "control" of that firm was reaffirmed in a December 1948 initial decision by ex-Hearing Examiner Jack P. Blume. Both Paramount and DuMont have contested this issue through the years.

DuMont earlier this year complained to the Commission that this question has been a "critical hardship" in the conduct of its business [BROADCASTING • TELECASTING, March 19]. DuMont asked the Commission to dismiss the July 20, 1950, request for "involuntary transfer of control" of DuMont's WABD (TV), WTTG (TV) and WDTV (TV) to Paramount Pictures Corp. It was held the transfer application had been filed under "protest" and contended it was not necessary.

It was not known last week whether the Paramount hearing will be conducted by a hearing examiner, a Commissioner or by the Commission itself.

Several protests are pending at FCC to the proposed merger of ABC and UPT, including complaints by other movie interests (see story page 77).

'Mr. & Mrs.' in Color

PLANS for color television's first regularly scheduled husband-and-wife program *Two Sleepy People*, were announced last Thursday by Hubbell Robinson Jr., CBS Television Division vice president and director of network programs. The series starts next Monday and will be seen Mon.-Fri. 10:30-11 a.m.

SRT-TV SRT-TV SRT-TV
SRT-TV
SRT-TV INTENSIVE PROFESSIONAL COURSES In TELEVISION BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans
Send for free prospectus "Careers in Television"
SRT
(School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 Street, New York 19, N.Y.
SRT-TV SRT-TV SRT-TV

Hollywood Talent

(Continued from page 65)

Dantine is seen in the weekly 30-minute TV film *Shadow of the Cloak*. Dane Clark, Alan Mowbray and Ann Rutherford co-starred in Revue Productions' *Unfinished Business*, a half-hour comedy-drama.

Joan Bennett will be seen in a video film series temporarily titled *Joan Bennett Presents* which will feature dramatized original plays. She will be m.c. and occasional star. Packagers of the program are Eddie Lewis who produced Faye Emerson's first TV series and G. Ralph Branton, formerly general manager of Tri-State Theatres, midwest chain. Significant is the fact that Mr. Branton a few weeks ago was nominated for board membership of Monogram Pictures Corp.

Bert Lytell, stage and film actor, is now identified with TV as "Father Barbour" in the video version of *One Man's Family*. In addition he now has a New York television show of his own.

Gary Cooper, one of the top movie stars of today, has been discussing a TV series with William Morris Agency in New York and Hollywood. He would be producer and in control of the TV film package as well as its star, if plans work out. A series of 40 30-minute films yearly would be produced at estimated cost of $20,000 each.

Of particular interest to the star is the fact that the prolonged running time of a TV series in the expanding market will provide him with a large annual income for many years. With single picture committments, under his freelance status, he is not contractually prohibited from making video deals.

William Holden is asking for TV rights for all new deals when he winds up his Paramount-Columbia contract next year. Teresa Wright is another movie star to turn to video. She plays a woman doctor in the TV series scripted by Niven Busch, her husband.

Western Star Mulls TV

Johnny Mack Brown is looking into the possibilities of television. The Monogram western star is giving the field a careful once-over, for a possible later video program. For more than a year his old theatrical pictures have been steadily shown on video nationally.

Gene Autry has been making his own TV films for almost a year now. Roy Rogers, free from his Republic Pictures contract, has set up his own production unit and is shooting a series of half-hour TV western films starring himself, Dale Evans and horse, Trigger.

Alan Ladd, with a committment to Paramount, has established his own independent production unit, Ladd Enterprises, and will produce film for both TV and theatrical release.

Billie Burke is another from stage and screen to enter TV. She has her own five weekly half-hour program on KTTV Hollywood. There is possibility that it will be filmed later for national distribution to other stations.

Telestatus

(Continued from page 68)

People described the program as "harmful."

In the unsponsored survey, Advertest interviewed 365 Negroes in the New York Metropolitan area. Of these, 244 had seen the show. About the program, 72.5% offered a favorable comment.

As for the NAACP statement, most of the 244 disagreed that the show was harmful, saying that it was offered merely as entertainment and accepted as such. Only 31 wanted the program discontinued.

* * *

Charles-Walcott Fight Tops Nielsen July Report

THE Charles-Walcott heavyweight championship bout championed the National Nielsen Ratings for the top 10 television programs for the two weeks ending July 21. Another sports event whose popularity placed it among the select 10 was the All Star baseball game. Ratings follow:

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

RANK	PROGRAM	HOMES (%)
1	Charles-Walcott Fight	51.7
2	Big Town	35.5
3	Racket Squad	31.8
4	Kraft Te'evision Theatre	31.4
5	Westinghouse Theatre	31.2
6	Fireside Theatre	31.1
7	Amos 'n' Andy	27.6
8	Original Amateur Hour	27.3
9	All Star Baseball Game	27.3
10	Somerset Maugham Theatre	27.1

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ABC-UPT ANSWER

Franchon & Marco Petition

UNITED PARAMOUNT Theatres Inc. and ABC told the FCC last week that the Fanchon & Marco petition to intervene in their merger applications [BROADCASTING • TELECASTING, Aug. 6] should be denied because "no rights or interests which would be affected by a grant of the instant applications," has been shown.

In their answer, UPT and ABC assert that Fanchon & Marco is alleging a grievance against UPT in connection with the theatre business "over which the Commission has no jurisdiction." They claim that Fanchon & Marco "should not be permitted to take advantage of the Commission's procedures by prosecuting private law suits at Commission hearings or to use Commission proceedings as a means of influencing the outcome of such private actions." Reference is to pending litigation in the U. S. District Court in New York where Fanchon & Marco is suing UPT and Paramount Pictures Corp. for treble damages under the anti-trust laws.

SAG-TVA

(Continued from page 65)

and SEG filed as intervenors. TVA seeks to represent talent employed by networks or stations telecasting on a multiple-station basis in New York, Chicago and Los Angeles.

Initial hearings on the TVA petition were held earlier this year in New York and Hollywood under NLRB auspices [BROADCASTING • TELECASTING, March 26, 12].

Neither the actors' nor extras' guild challenges TVA jurisdiction over talent on "live" or kinescoped shows but held that a separate unit should be designated by the board for performers involved in film sequences. In this connection, a distinction is noted in the case of the *Groucho Marx Show*, which is telecast before a live audience and which, though subject to retakes and inserts in kinescope versions is produced primarily for television. Different working conditions and production techniques — those of motion picture facilities — arise, however, in filming of the *Amos 'n' Andy* program at movie studios, it was explained. NLRB Members Abe Murdock, James Reynolds Jr. and Paul Styles sat in at the hearing.

SAG Movie Contract

SAG spokesmen noted that it already holds contracts with motion picture producers relating to film performers, and questioned the wisdom of including those performers in the same unit with "live" talent under TVA jurisdiction "that is 3,000 miles away" (in New York). In the *Amos 'n' Andy* case, CBS is the actual employer, they held.

TVA authorities said, however, they know of no pictures made for television which also are shown in theatres throughout the country, though they conceded this was "mechanically possible." They held that actors appearing on *Amos 'n' Andy* (about 30 performers are involved in production) should be bracketed with TVA live units.

RCA Victor has announced that sixth bound volume of *RCA Victor Service Data* is now available. Book contains all technical data on 1950 models of RCA Victor TV sets.

Film Report . . .

VETERAN quarter-hour show, *Dr. Fixum's Household Hospital*, went into film production last week at **Vogue-Wright Studios**, Chicago. Show has been on ABC-TV and Producer - Director - Creator **Ed Skotch** handles a live production of it for WENR-TV Chicago. Screening prints will be available Sept. 1.

A new mystery drama series, *Intrigue*, goes into production at **JERRY FAIRBANKS Productions**, Hollywood, next month. Each program will consist of an original play and a different cast, running a half-hour. **OFFICIAL FILMS** will handle release of first 13 this winter. Another Fairbanks film, *Front Page Detective*, was renewed for another 13 weeks by **Guild Wine** on seven TV stations—WABD (TV) New York, KTTV (TV) Los Angeles, KGO-TV San Francisco, WENR-TV Chicago, WXEL (TV) Cleveland, WDAF-TV Kansas City and WCAU-TV Philadelphia. **Guild, Bascom & Bonfigli Inc.**, San Francisco, is agency.

UNION RADIO

Cuban Network Sold

ACQUISITION of Union Radio, one of Cuba's principal networks, and Union Radio Television, operator of a TV station in Havana, by Manuel Alonso and Jose Pelleya was reported last week.

Mr. Alanso, owner of motion picture interests in Cuba, holds a controlling interest in the new radio-TV ownership. Mr. Pelleya, a lawyer, owns a minority portion and said he is Mr. Alonso's only partner in the business.

Mr. Pelleya said the price was $500,000 cash but that the new owners assumed the radio-TV company's obligations along with assets. Purchase was from Gaspar Pumarejo & Associates.

Construction of an additional TV station—in Santa Clara—is under consideration but no definite plans have been made, Mr. Pelleya reported. Union Radio operates nine radio stations.

YOU CAN ADD MORE STATIONS

With The Money You Save On

TV FILM SPOTS

To cover more markets without increasing the budget have us make your TV film commercials. Our long experience and complete, modern equipment assure highest quality at big savings.

8 SECOND SPOTS with AUDIO as low as $50.00

LET US QUOTE ON YOUR NEXT FILM

Write for details!

Filmack STUDIOS

1331 S. WABASH CHICAGO 5

NARTB Meets

(Continued from page 27)

manpower shortage. Workshop discussions will be featured.

The resolutions committee is to report at the close of the morning meeting.

In the afternoon of the second day William B. Ryan, president of BAB, will conduct a practical program on sales and related broadcast advertising problems.

Associated Press plans to hold separate sessions in each district, showing how news can be utilized for revenue purposes.

The Roanoke agenda will set a general pattern for the entire 17-district circuit though individual district directors will adjust programs to suit their special situations.

While TV will have a place at the meetings, principal autumn forum for TV stations will be the Oct. 19 Chicago meeting for video members of the association. Under board policy, this meeting will be open only to NARTB TV members whereas the June 22 TV station meeting was open to both members and non-members of the association [BROADCASTING • TELECASTING, June 25].

At its Sept. 6-7 meeting the TV Board will go over a long series of key issues facing the young video industry. Topics slated for review center around the legislative situation, including proposals of Sen. William Benton (D-Conn.) (see story page 67); FCC allocation progress; excess profits tax; theatre television, committee reports and the Ford Foundation workshop proposal (see story page 27).

The TV Board will take a careful look at the work of its Television Program Standards Committee, headed by Robert D. Swezey, WDSU-TV New Orleans. Three subcommittees met last week to start actual drafting of language for portions of the code.

Committee 1, covering education, culture, child programs and acceptability, met last Monday in New York with Davidson Taylor, NBC, as chairman. Committee 2, on news and public events, religion, local responsibility and controversial issues, was slated to meet Friday in New Orleans under chairmanship of Harold Hough, WBAP-TV Fort Worth. Committee 3, on advertising practices, met Wednesday in Milwaukee with Walter J. Damm, WTMJ-TV Milwaukee, as chairman.

Mr. Brown attended all three meetings. A fourth committee on observance, headed by Paul Raibourn, KTLA (TV) Los Angeles, will get down to serious work when the other three groups have drawn up basic material. The full committee will meet next Oct. 2-3 to go over work of the subcommittees.

New Members

The TV membership of NARTB reached a total of 69 last week, including two networks (NBC and DuMont). Among recent additions to the TV rolls are KFMB-TV San Diego; WEWS (TV) Cleveland; WCPO-TV Cincinnati; KING-TV Seattle and WOR-TV New York.

AM membership of NARTB has been staying around the 950-point for about a year but the headquarters staff is looking for an upward trend as the membership drive gets into action. Board members will join the stations relations staff in bringing in new members. Flanking Mr. Hardesty in the station relations work is William K. Treynor, assistant director.

Mr. Fellows has been looking into every phase of the headquarter operation and is making a lot of changes. Already the operating tempo has been stepped up in Washington and a number of steps will be taken as the result of comments by both members and non-members.

A sharp crack at the association was taken last week by Trueman T. Rembusch, secretary-treasurer of Syndicate Theatres Inc., operating WCSI-AM-FM Columbus, Ind.

Mr. Rembusch cited five reasons explaining why WCSI had cancelled its NARTB membership. First, he charged, NARTB serves "only the large clear channels and is the tool of the networks." Second, he said, NARTB "does not justify its existence for the first rule of any association is that it must serve all of its members, both large and small."

NARTB was mainly responsible for wrecking the old FM Assn., in Mr. Rembusch's opinion. He added a claim that discussion of the ASCAP problem was deliberately sidetracked at an NAB district meeting two or three years ago at French Lick, Ind., claiming the association handled ASCAP affairs for the benefit of transcription companies rather than stations.

Finally Mr. Rembusch blamed NARTB for the TV allocations mess. He contended the association served only large-station operators in 1945 when it endorsed the VHF allocation. He predicted small stations will form their own association.

Advertising succeeds with **continuity.** Continuous advertising in Printers' Ink develops a **cumulative impact** that creates a vivid picture of your station and market in the minds of the leading **buyers of advertising** and helps you sell more advertising.

Atlanta

(Continued from page 25)

its founding 11 years ago, has been elected vice president and general manager of the new TV station. He has sold his WAGE interest (see separate story).

Mr. Lane has purchased RCA studio and camera equipment which is now being shipped. The station's studios will be located in the old Constitution Bldg., where the discontinued WCON-AM-FM headquartered. Eventually, Broadcasting Inc. hopes to have its own building but is presently concerned with getting on the air as soon as possible.

Arch Rogan, formerly of WAGA-TV Atlanta, has been named sales manager by Mr. Lane. Harvey Aderhold, now chief engineer of WIBC Indianapolis and formerly chief engineer of WCON, has been named chief engineer. A. Earl Cullum Jr. is consulting engineer. Paul D. P. Spearman is attorney.

Mr. Sturdivant told BROADCASTING • TELECASTING "We are very pleased that the FCC has given its consent to transfer of the Channel 8 license to our company. It will soon be possible for the people of the Atlanta area to enjoy many more fine television programs, including locally originated programs of special interest. . . .

"Since all of the stockholders of Broadcasting Inc. are residents of Atlanta, we feel a special obligation to provide and broadcast the finest possible service to the community. We shall do everything possible to meet and fulfill our obligation and will endeavor to prove that we are worthy of the confidence the Commission has shown in us."

In its memorandum opinion and order granting assignment of the WSB-TV license to Broadcasting Inc. the FCC (Chairman Coy and Comr. Hennock not participating) said the transfer satisfied FCC rules covering multiple ownership. The Commission rejected contention of WGST, applicant for Channel 11 in Atlanta, that WSB-TV application should not be granted.

WGST had argued that Broadcasting Inc. should not be allowed to "come in the back-door" of Atlanta on the only channel available by the assignment route and thus preclude comparative consideration with other applicants for the remaining channel. The FCC held the Ashbacker case did not apply. Taking a stand with WGST had been E. D. Rivers Jr., licensee of WEAS Decatur, Ga., and also an Atlanta TV applicant.

The FCC ruling stated that in line with precedent, applicants for a new CP are not entitled to comparative consideration with an applicant for license assignment.

Last Aug. 1 the FCC granted extension of the completion date of WCON-TV's CP to Feb. 15.

Counsel for WSB-TV are Paul A. O'Bryan and William Sims, of Dow, Lohnes & Albertson.

WSCR FULLTIME

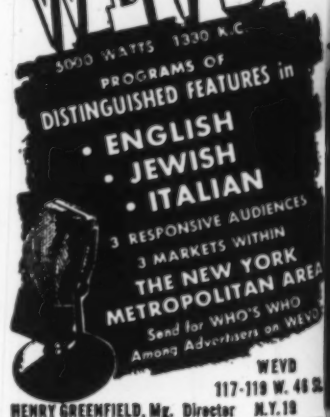
Five-Hour Show Marks Switch

FIVE-HOUR inaugural programming Aug. 5 greeted fulltime operation of WSCR Scranton, Pa., which has operated as a daytime independent since 1947. The station, owned by David M. Baltimore, son of Louis G. Baltimore, owner-operator of WBRE Wilkes-Barre, Pa., is on 1320 kc with 1 kw day and 500 w night.

David Baltimore

David Baltimore purchased WSCR last month from Mrs. James Doherty of Scranton and other stockholders for $150,000. FCC approved the change to fulltime last December but installation and adjustment of new equipment forced a delay in starting the new schedule, the station reported.

Salutations on the station's fulltime programming came from Scranton's Mayor James T. Hanlon and other civic and business executives. Also aired were segments of current programs with a review of past shows and a history of the station. Mr. Baltimore had been manager of WBRE since 1945 before buying the Scranton outlet. Barry Sherman is WSCR operations manager and sports director; Willard Shimski is chief engineer. Station is licensed to Lackawanna Valley Broadcasting Co.



NBC INSTITUTE

N.U. Sessions Conclude

TENTH annual NBC-Northwestern U. Summer Radio and Television Institute was concluded last week in Chicago with Charles J. Cappleman Jr., WTAR Norfolk, Va. named winner of a full scholarship to the six-week session because of his "outstanding contribution" to the institute.

Although there was only one full scholarship presented at the annual banquet, 71 certificates were given out by Judith Waller, director of public affairs and education at NBC Chicago, and Donley F. Feddersen, chairman of the department of radio at N.U., co-directors of the institute. Edward Stanley, director of public affairs and education for the network, was guest speaker at the banquet.

The following persons were honored as "outstanding" students:

Catherine Hawes, head of high school English department in Marquette, Mich.; Alvo Martin Jr., news editor, WTVL Waterville, Me.; Constantino Bernardez, DYSR in the Phillippines; Stuart Chenoweth, assistant professor of speech, Michigan State College; David Kushler, student, Michigan State; Robert Everett, student, Harper College, New York; Benny Cummings, WMUU Greenville, S. C.; Charlotte Abbott, Tulsa; Kathleen D. Gindick, student, U. of Illinois; James Reese, student, U. of Texas Radio House; Harry Renn Jr., student, N. U.; Donald Richardson, KAUS Austin, Minn.; Richard Cass, MBS Chicago.

Banquet guests included Harry C. Kopf, NBC vice president and general manager of WNBQ (TV) and WMAQ Chicago; Jules Herbuveaux, manager of TV operations at NBC Chicago; Armand Hunter, television director, Michigan State College; James McBurney, dean of the school of speech at N.U., and A. C. VanDusen, director of the N.U. summer session.

Randau On Tour

CLEM RANDAU, executive director of the Federal Civil Defense Administration, is currently on a combined business-vacation tour of Scandinavian countries, checking on civil defense operations in Switzerland, Sweden and other countries. Mr. Randau, stockholder in WNEW New York and top executive assistant to FCDA Administrator Millard Caldwell, is expected to return early in September following a visit to London. He is being accompanied by Mrs. Randau.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's = 1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

air-casters

HUGH A. SMITH, program director KPOJ Portland, Ore., to KPIX San Francisco, as assistant program director.

MILTON R. FLACK appointed program director KWHN Ft. Smith, Ark. He was with WSAZ Huntington, W. Va.

CHARLES KINCAID, copy chief J. T. Howard Adv., Raleigh, N. C., appointed continuity director WPTF Raleigh. He replaces **JOHN DILLON,** resigned to become public relations director Davidson College.

JACK ORANCH, program director WVOS Liberty, N. Y., to WKRT Cortland, N. Y., as disc jockey on special personality show.

GORDON ALDERMAN, program manager WAGE Syracuse, to WHEN (TV) Syracuse, as production director. **EUGENE A. RAGUS,** WHEN sutido crew, called to active duty with Air National Guard.

PAUL B. MARION, production manager WSOC Charlotte, N. C., called to duty as navigator with Air Force. **ARMAND BODIE,** announcing staff, replaces Mr. Marion.

Mr. Marion

BILL SEAMAN, WGCH Greenwich, Conn., to announcing staff KVOC Casper, Wyo.

APRIL WALTERS, graduate Boston U. School of Radio, named women's editor and continuity writer WTWN St. Johnsbury, Vt. **KENTON MUDGETT,** continuity writer, appointed acting program director, replacing **ROBERT S. WEBTER,** resigned.

TED STAMM named director of hillbilly programs and chief hillbilly disc jockey WCBC Anderson, Ind. Mr. Stamm is also organizing live hillbilly unit to be used by station in personal appearance promotion.

ELIZABETH FORSLING, radio-television director *Newsweek,* appointed assistant to **CHARLES UNDERHILL,** national director of programs ABC-TV.

CHARLES P. PLUMP, noted cartoonist and writer, appointed radio script editor WOAI San Antonio. **ANGELA RICH** named to handle radio traffic. She was with WBZ Boston.

GLENN L. SPRAGUE, station manager WWHG Hornell, N. Y., appointed area coordinator WHAM Rochester, N. Y. He will handle promotion and publicity for primary area of station.

HERSCHELL GORDON LEWIS, manager WRAC Racine, Wis., appointed producer-director WKY-TV Oklahoma City.

ROBERT ROBB, continuity acceptance editor KECA-TV Hollywood, named program assistant on daytime operations. **PATRICIA STINSON,** film operations supervisor, transfers to continuity acceptance. **IDA KAY,** secretary to **RUSSELL FURSE,** assistant TV production manager, ABC Western Div. and KECA-TV, replaces Miss Stinson as film operations supervisor.

EILL DANIELS, chief announcer and newscaster KULA Honolulu, to KFWB Los Angeles, on announcing staff.

CEDRIC ADAMS, noted radio personality WCCO Minneapolis, signed agreement extending his contract with station through 1955.

Mr. Adams

JEAN SLADDEN, traffic manager WDTV (TV) Pittsburgh, appointed director of women's programs. **MARY McKAY,** executive secretary, succeeds Miss Sladden as traffic manager.

JOHN CLAYTON to WMJM Cordele, Ga., as disc jockey and newscaster.

MIKE WYNN, WLOG Logan, W. Va., to staff WKNA Charleston, W. Va.

BILL HYDEN, announcer KOCY Oklahoma City, appointed special announcer KRMG Tulsa.

TED BROWN, disc jockey WMGM New York, father of boy, Aug. 4.

MILTON SCHATZ, musical director WIP Philadelphia, named to faculty of Midway School of Music. He will direct saxophone instruction.

S. ERNEST ROLL, district attorney of Los Angeles, starts 15 minute weekly program featuring discussion of local programs on KLAC-TV Los Angeles. **ED LYON,** KLAC-TV news head, and **FREEMAN LUSK,** moderator of station's *Freedom Forum,* will assist.

CHRISTY WALSH Jr., press representative NBC Hollywood, and Peggy Wright Cobb, married Aug. 4.

SHERRIL TAYLOR, sales promotion manager KNX Hollywood and Columbia Pacific Network, named chairman of attendance committee, Los Angeles Advertising Club.

GEORGE VIEIRA, floor manager and director KECA (TV) Hollywood, named permanent director of three weekly *Mary McAdoo at Home* program.

WILLIAM STRAUSS, announcer WQXR New York, father of girl, Pamela John, July 30.

ARTHUR PIERSON, TV director, and **MARJORIE HUNT,** formerly traffic manager, KTTV (TV) Los Angeles, parents of boy, Timothy Arthur, Aug. 1.

MAGGIE FOSS, script secretary on CBS *Club 15,* and Robert Wallace, are to be married Aug. 15.

MURRAY ARNOLD, program director WIP Philadelphia, named one of sponsors of special 10th Anniversary program and dinner of Philadelphia Fellowship Commission, Oct. 11.

TOM HAVEMAN, announcer KVOS Bellingham, Wash., father of boy. **JIM GOODRICH,** announcer, father of girl.

News . . .

DAN KAVANAUGH, staff announcer WNBZ Saranac Lake, N. Y., named farm editor and disc jockey WKRT Cortland, N. Y.

BOB PARKER appointed farm service director KSIB Creston, Iowa. Mr. Parker has been with WMT Cedar Rapids, WOI Ames, Iowa.

Mr. Parker

BRUCE EAGON, KVOO Tulsa, appointed news director and chief announcer KOTV (TV) Tulsa.

CHARLES HAMMOND, newscaster WHEN (TV) Syracuse, father of girl, July 28.

ROBERT G. (Rob) DIEHL appointed special events director and news editor WORZ Orlando, Fla. He was with MBS.

BEN OMAN appointed news director and director of special events WJOY Burlington, Vt. He has just returned from active duty with Marine Corps.

BARRY BARENTS appointed news director WARL-AM-FM Arlington, Va. He was with WTAG Worcester, Mass., and WLEE Richmond, Va.

JULIAN GOODMAN, network news director NBC Washington, father of boy, Aug. 3.

JOE PIERCE Jr. to news staff WFAA Dallas.

CAMPBELL SOUP's *Double or Nothing Troup* left Aug. 10 for three-week entertainment tour of military installations in Europe, under auspices of USO Camp Shows Inc. Program regularly scheduled over NBC, Monday-Friday, 10:30-11 p.m. and 2-2:30 p.m., will be taped overseas and flown back for broadcast to New York.

WMRY SELLS NEW ORLEANS' GREAT NEGRO MARKET

WMRY programs to more than ½ million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida.

600KC - "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

JOHN E. PEARSON CO.

Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

COTTON PICKER

Texans Test DJ's Boast

IN an unguarded moment, Ed Keane, disc jockey for KGBS Harlingen, Tex., said he could pick a bale of cotton—1,500 pounds—in a week. Doubting Texans put up prizes totaling $1,600 and dared him to make good.

Mr. Keane last week found himself busy as a bollweevil trying to gather that baleful bale. First day he managed 321 pounds which even Texans admitted was a pretty good start. Every possible convenience has been provided for Mr. Keane. He was furnished ambulance service to and from the field with a police escort. A bulletin board was erected at the site to keep spectators informed of his progress.

The local newspaper, the *Valley Morning Star*, has been playing up the story as a feature in the manner of a prize fight, with seconds, handlers, etc. Mr. Keane's efforts have attracted visitors from a 60-mile radius.

At 7:45 p.m. last Wednesday, the sixth day of actual picking, he finished with 1,540 lbs.

Disc Jockey Keane learns that it's true what they say about cotton picking.

Admiral Expansion

ADMIRAL Corp., Chicago, major manufacturer of television, radios and appliances, has launched another portion of its long-range expansion plans with allocation of $7 million for construction in four areas. Announcement was made last week by Executive Vice President John B. Huarisa. Factory and distribution facilities will be implemented in Chicago, Galesburg, Ill., New York and Boston, with the Chicago and Galesburg factories getting more than 500,000 additional square feet of floor space and distribution centers in Chicago, New York and Boston increasing by 240,000 square feet.

RADIO - TELEVISION - RECORDING and Advertising Charities, Los Angeles, will launch its 1952 drive Sept. 18. Jack Benny is campaign chairman.

FTC 'WEAPON'

Cite Cease-And-Desist Orders

CEASE-AND-DESIST orders imposed by the Federal Trade Commission are its "most effective weapon" against the resumption of false advertising and other unlawful acts, FTC Chairman James Mead declared last Wednesday.

Chairman Mead issued a policy statement on commission procedure because of confusion concerning the agency's authority and reasons for entering such orders even though unlawful practices may have been discontinued.

"Discontinuance of an unlawful act . . . gives no definite assurance that it will not be resumed," Chairman Mead explained, noting that the question has been posed often by respondents in appeals from commission decisions. U. S. courts repeatedly have held that it is within FTC discretion to issue such orders, he added.

No penalty is attached to such orders unless violated, wherein the courts determine the penalty within the limits of the law.

NET SALES of General Foods for quarter ended June 30 amounted to $137,232,591 as against $124,637,967 for same period of 1950, but net earnings dropped from $5,854,279 for the period last year to $4,131,530 this year, company has reported. Decline in earnings was attributed to increased provision for income taxes, higher cost of promotion and marketing expenses.

SCBA SESSION

Radio-TV Talks Arranged

RADIO and television broadcasting methods will be studied the eighth day of the scheduled ten-day advertising indoctrination course being offered 200 teachers in the Southern California area by the Los Angeles and Hollywood Advertising Club and Los Angeles Advertising Women in cooperation with the Los Angeles Board of Education Aug. 20-31.

Sponsoring the radio-TV session Aug. 28 at NBC Hollywood studios will be the Southern California Broadcasters Assn. Chairmaned by Alan Courtney, NBC station relations and public service director, the session will offer a series of talks by speakers from various phases of the industry in addition to conducted tours to observe NBC AM and TV operations.

Already scheduled to speak are A. E. Joscelyn, director of CBS Hollywood operations, and president, SCBA, who will act as host for the day; Robert J. McAndrews, managing director, SCBA, who will offer the SCBA promotional presentation on Southern California radio statistics. Mr. Courtney also will speak on public service programming. Other speakers will be named later.

Advertisers and advertising agencies will participate in other sessions of the 10-day workshop with representative speakers and tours through agencies planned.

Speaking at the Aug. 20 session on "Evaluation of Advertising in Our Economic System" will be Neal Reagan, manager, Hollywood office, McCann-Erickson, and president, Advertising Assn. of the West, and Don Belding, Foote, Cone & Belding president.

Speakers at other sessions:

Aug 21 on "How Advertising Sells Ideas, Services and Products," Robert Coleson, of the Advertising Council; Jim Bishop, Bishop & Assoc.; F. B. Wilcox, assistant general manager, Sunkist; Edward Baumer, director of public relations, Prudential Life Insurance Co., Los Angeles. Aug. 22 "Organization of the Advertising Business," Charles Collier, vice president, AAW; Carl Tester, manager, Philip J. Meany Co., Los Angeles advertising agency; Paul Russell, account executive, BBDO, Los Angeles; Jack O'Mara, head of research and promotion, John I. Edwards & Assoc., Los Angeles. Aug 23, "How Advertising Uses Its Tools," Ray Gage, of C. B. Juneau Inc. advertising agency; Ted Stromberger, vice president, West-Marquis Inc.; Frances Corey, director of publicity and sales promotion, May Co.; Don McNamara, Dudley Pictures Inc.

Advertising sessions will be held in Holmes Hall.

TEST OFFERS

WJR Cites Listener Pull

IMPRESSIVE figures denoting widespread listener response to test offers made on WJR Detroit were cited last week by Worth Kramer, vice president and general manager of the Goodwill station, as continuing evidence of radio's pull as a mass sales medium.

Responses numbering well over the aggregate 20,000 mark were reported by Mr. Worth for offers aired on three different WJR programs during the summer and spring months. Monthly mail counts also were singled out as proof of regular long-range listener reaction.

Most recent case was that of Van Patrick's *Sports Final*, which last month drew 3,714 requests from 31 states for copies of baseball data mentioned in two announcements. Two early morning programs—the *Pete and Joe Show* and *Music Hall*—accounted for responses totaling 10,827 and 6,000, respectively. On the latter program, six participating announcements for Chap-Ans were used over a two-week period. The advertising agency, Lawrence W. Gumbinner, termed the returns "excellent." Mail response to of *John Denman and the News* also was noted, with nearly 8,000 requests for health booklets by Metropolitan Life Insurance during May and July.

'BOX 13' STATUS

In Mayfair Bankruptcy Case

PRELIMINARY investigation into the status of the transcribed Alan Ladd *Box 13* series has been made at a meeting of creditors of Mayfair Transcription Co., Hollywood. Firm is undergoing bankruptcy [BROADCASTING • TELECASTING June 25]. Decision as to ownership of the package probably will await legal action by the creditors.

Chief creditor of Mayfair is American Federation of Radio Artists. The union is owed $11,000 in back pay for 94 members for re-release and foreign distribution of *Box 13*. It originally sued the bankrupt firm for $13,000 and was granted judgment of $11,000 by the court last April. Mayfair filed for bankruptcy in Los Angeles Federal Court July 13.

DO YOU WANT TO COVER THE SOUTH AT LOWEST COST?

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

CHNS

HALIFAX NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WEED & CO.

350 Madison Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation!

CBC CHANGES

Powell Succeeds Weir

Mr. Powell

Mr. Weir

FIRST change in 15 years since the commercial department of Canadian Broadcasting Corp. was formed has been announced at Toronto, with the retirement of E. A. Weir and the appointment of Walter E. Powell as commercial manager of CBC. Ronald Johnson has been appointed assistant commercial manager.

Mr. Powell was with the Canadian National Railways, which operated broadcasting stations throughout Canada in the early '20s. In 1932 when the Canadian Radio Broadcasting Commission took over the government-owned CNR stations, Mr. Powell went with CRBC and four years later when the CBC was formed he became assistant commercial manager.

Mr. Weir was press and advertising representative for the Canadian National Railways in Europe and became director of the CNR radio system in 1929. Prior to joining the CNR he had been in publishing and agricultural work. He joined the CRBC as commercial manager of the system, and in 1935 went into business for himself handling transcriptions imported from the United States for a number of Canadian stations. In 1937 he became commercial manager and supervisor of press and information for CBC. He has been commercial manager since then to his present retirement. Mr. Weir remains with CBC in an advisory capacity and to develop audience surveys and listener reaction studies for CBC.

Ronald Johnson joined the CBC commercial department in 1940 after experience in the agency field, principally with James Fisher Co. Ltd., Toronto where he was radio director from 1932-1940.

Oil Report

THE Oil Industry Information Committee of the American Petroleum Institute has prepared "A Report on the Supply and Demand of Oil Products in 1951" which is being presented during August in a series of personal conferences to radio station managers and editors throughout the country. Presentations are made by local oil men. One of the first conferences was held with Frank Procter, station manager, WTJS Jackson, Tenn., and president of the Tennessee Broadcasters Assn.

GENEVA MEET

Allocations Conference Set

INTERNATIONAL conference to fix service allocations of frequencies below 27.5 mc will be held in Geneva beginning Aug. 16.

Scheduled for 90 days, conference was planned originally for September 1950, but was postponed. Its purpose is to consider methods by which the 1947 Atlantic City allocations can be made effective throughout the world. Among the services to which these frequency bands were allocated at Atlantic City are broadcasting, fixed and mobile, amateur, radio navigation (air and maritime). Assignments of frequencies above 27.5 mc were put into effect Jan. 1, 1949.

U. S. delegation is headed by Ambassador to Sweden W. Walton Butterworth. Vice chairmen are H. B. Otterman and C. W. Loeber of the State Dept. Other delegates are:

Air Force—Maj. Richard G. Hall, Maj. Seymour Stearns. Army—Lt. Col. W. M. Lauterbach, Nathaniel White. CAA—Lloyd Simson, Edmund V. Shores. FCC—A. L. McIntosh, John Russ, Richard Solomon, Donald M. Mitchell. Navy—Lt. Comdr. L. R. Raish, William J. Millsap. State—M. G. Jones, W. T. Stone, A. L. Lebel, Mucio Delgado. Industry—W. E. Weaver, Aeronautical Radio Inc.; J. R. Rae, AT&T; Haraden Pratt, American Cable & Radio Corp., newly named telecommunications adviser to President Truman [BROADCASTING • TELECASTING, Aug. 6]; Philip F. Siling and Christian E. Pfautz, RCA. State Dept.'s David Jones is secretary to the delegation. Also participating as a member of the U. S. delegation will be U. S. Telecommunications Attache for Europe Wayne Mason, on leave from RCA.

TRANSMITTERS

New RCA AM Units

FACTORY production of two new AM transmitters, a 5-kw model BTA-5G and a 10-kw model BTA-10G, has been announced by the RCA Engineering Products Dept. Both will be available for fall delivery.

RCA claims both transmitters, displayed at the NARTB convention last spring, "introduce superior standards in design and performance, resulting in a considerable saving in floor space and reduced operating expense." Fewer tubes and tube types, lower power consumption, higher fidelity and lower distortion also are claimed for the new models.

The 5 kw transmitter is priced at $25,750 and the 10 kw transmitter at $27,500, each including one set of tubes but without operating console. RCA indicated transmitter prices today are less than in 1939 because units have been made more efficient and smaller in size as well as competition in the field.

The "welcome mat" is out to new employes, as shown on the cover of the C&W booklet.

BASEBALL CONTEST

WHB Hits 'Home Run'

WHB Kansas City, Mo., is combating the mid-summer business lull by promoting a baseball contest.

The contest is centered around Larry Ray, popular WHB sportscaster, and the New York Yankees farm team, the Kansas City Blues. The Blues, with reportedly their best nine since 1947, have a chance of bringing the "Little World Series" to Kansas City.

Launched July 23, after a week of preliminary build-up, the WHB "Know Your Baseball Contest" offers $100 weekly to winners.

Sponsors are sold on a participating basis and enter into the promotion play by displaying correct answers to contest questions.

KIEV Ballot Ordered

UPHOLDING National Assn. of Broadcast Engineers and Technicians in its petition for a representative election among engineers and technicians at KIEV Glendale, Calif., to choose a bargaining agent, the National Labor Relations Board Aug. 2 ordered an election at the station. Election will be held within 30 days. Decision followed an NLRB hearing on the jurisdictional squabble at KIEV between NABET and IBEW (International Brotherhood of Electrical Workers) which had representation at the station.

'WELCOME'

C&W Bids New Employes

CUNNINGHAM & WALSH is extending to all employes a welcoming hand in the form of a 41-page booklet which begins: "We're mighty glad to have you with us—hope you'll stay with us for a long, long time."

Ever realistic, the first item C&W explains to its new employes is "How you get paid." Other tidbits of valuable information are imparted concerning the employe and his job, then the booklet explains how the newcomer can find his way around the building at 40 E. 34th St., New York.

The booklet is amusingly illustrated by Eric Gurney, former Walt Disney artist. Layout is by Howard Wilcox; typography by Ed George.

BAN BACKFIRES

Ball Club Alters Policy

A BAN against radio broadcasts of home games of the Spartanburg (S. C.) Peaches has been lifted by the baseball club which became alarmed at falling attendance.

During three previous seasons WORD Spartanburg and its affiliate, WDXY (FM), aired both home and road games of the Peaches. This season, the ball club management decided to permit broadcasting of only road games.

Despite a successful season afield, the team found fewer spectators in the stands. In a newspaper ad, the club management asked why. Letters from fans indicated that the lack of interest centered around the lapse in continuity of the broadcasts.

On July 27, the baseball management requested WDXY to resume home-game broadcasting. Arrangements completed, Walter J. Brown, WORD president and general manager, commented: "By working as a team, radio stations and baseball clubs can provide a fine service to the public and at the same time be mutually beneficial to each other."

Sealy Mattress

(Continued from page 30)

many trails in western radio. The most effective and most aped device originated by this agency has been copy featuring history and local color of communities where Sealy dealers are located. A local dealer name and special services are prominently featured in every commercial.

In addition to its consumer sales value, this treatment has been invaluable in aiding the mattress company to maintain cordial relations with hundreds of dealers. It is the source of much "plus" advertising to both the manufacturer and retailer, according to Mr. Ostrow.

Murray Wagner, announcer, handles the commercials. The pinpointing of copy requires considerable research on the part of the Wilder agency.

Dealers themselves in many cases contribute information, a further "plus" in Sealy's relationship with these outlets. Each broadcast of *The World Today* salutes two Sealy dealers—one in Northern California and the other in Southern California.

These dealers also actively promote and merchandise the broadcast date upon which their respective firms will be mentioned. So precise in fact and so well presented are the community sketches aired during the commercials, that in many cases local Chambers of Commerce add their weight in promotion of the broadcast.

Sealy copy meticulously avoids any "pitch" or "high pressure" selling, because as Mr. Wilder explains: "Our audience is not receptive to that type of copy. Shows we sponsor are chosen because of that very audience. People who seek intelligent, informed analysis of current affairs from their radios appreciate treatment of commercial copy with equal emphasis and respect for their intelligence.

"We concentrate on this type of audience because we believe it is the group most likely to shop for quality rather than price," he continued. "Since nearly all name brand mattresses sell within the Sealy price range, the firm does not attempt to compete with off-brand products."

California mattress dealers have reported to Mr. Wilder that more than 70% of the customers enter their store pre-disposed toward buying a Sealy mattress. Most of them mention the Sealy broadcast as their introduction to the product, he said.

'Don't Be Switched' Sealy Warns

Because Sealy is a standard brand item, dealers sometimes are tempted to "switch" customers to some other "just-as-good" brand on which they can get a much higher mark-up price. When this fact was reported to him, Mr. Wilder began to insert "don't be switched" warnings in Sealy commercial copy. Results have been so spectacular that in many cases retail outlets have decided to handle the Sealy product exclusively, Mr. Ostrow reports.

Realizing the public service nature of its programming, Sealy of California has been most careful to preserve its impact by closely guarding quality of the copy, Mr. Wilder stressed. Since most of its listeners are rather seriously disposed during the broadcast, Sealy keeps a reserved, friendly and sincere copy approach so that no false note will be sounded to the person wrapped up on world news developments, Mr. Wilder declared.

Aside from its radio advertising, Sealy this spring bought a series of billboards in the Los Angeles area to give an added impetus to its spring selling drive.

For an eight months period the firm also sponsored a musical series on KNBH (TV) Hollywood. Still interested in TV, Sealy of California is continuing the study of video as a supplementary medium in the near future.

"Sealy depends upon both frequency and low-pressure copy as its selling tools," Mr. Wilder said in the way of explanation. "While TV's impact is great, so far cost of attaining a frequency similar to the radio campaign is very much higher."

Enthusiastic response by retailers to the news analyst programs and dealer name mention is illustrated by two from among hundreds of complimentary letters received.

"You can be sure the Ramona (Calif.) Furniture Co. will be adequately stocked with Sealy products to back up your excellent program," said one letter. "Incidentally we received some very good comments on the program from our customers."

An Alhambra furniture store owner thanked the manufacturer accordingly: "It is good merchandising ideas like these 'salutes' that have helped us make Sealy the largest selling mattress we carry."

Miss Wulff Scores 'Hit'

MAGGIE WULFF, women's director of WERE Cleveland, was hit on the head by a baseball just prior to going on the air with her women's baseball chatter program, *Fan Fair*. The errant ball was thrown by Boston Red Sox pitcher Maurice McDermott and intended for his team mate, Ray Scarborough. When Miss Wulff regained consciousness, Pitchers McDermott, and Scarborough were hovering nervously by. As a consolation prize, Miss Wulff was awarded the baseball. Pitcher McDermott autographed the ball and added the comment, "I'm sorry." Team Mate Scarborough signed his name and wrote, "I'm sorry, too." Miss Wulff went on the air as scheduled.

UN Delegation

A MEMBER of the State Dept.'s International Broadcasting Division (Voice of America) has been appointed to the U. S. delegation on the Economic and Social Council of United Nations, which opened in Geneva July 30. Chester D. Harvey was named one of two press and information officers in the Secretariat group which accompanied the delegation. Corwin D. Edwards, director of Industrial Economics Bureau, Federal Trade Commission, was appointed an advisor.

VEECK SHOW

Browns' Owner Begins Series

BILL VEECK, new owner of the St. Louis Browns baseball club, will be heard in his own weekly 15-minute show, aired Sundays at 8 p.m. over KWK St. Louis.

His wife, Mary Frances, will assist him. Johnny O'Hara, sportscaster, will serve as announcer. Mr. Veeck, when in Cleveland, had his own TV series along with two weekly radio broadcasts.

In *The Bill Veeck Show*, baseball will be the number one topic, but Mr. Veeck's wide knowledge and acquaintanceship in the sports world will give added spice to other subjects on the year-round program.

With his share of remuneration from his new program, Mr. Veeck will start a fund for the Missouri Boys' Town and various St. Louis orphanages.

KRNT CONTEST

Winner Names Manhole Cover

DON BELL, disc jockey for KRNT Des Moines, has just finished a highly successful, if somewhat zany audience-building promotion contest.

Listeners were asked to name what Mr. Bell was thinking. He not only was musing over a manhole cover, but a specific one. Listeners also were asked to write in 10 words or fewer: "Why I think Don Bell is crazy."

A local housewife named the specific manhole cover. An entry thought Mr. Bell was crazy because "everyone knows the famous Bell is cracked."

From the contest Mr. Bell enhanced his personal popularity, KRNT gained listeners, and entrants won substantial prizes. Who's crazy?

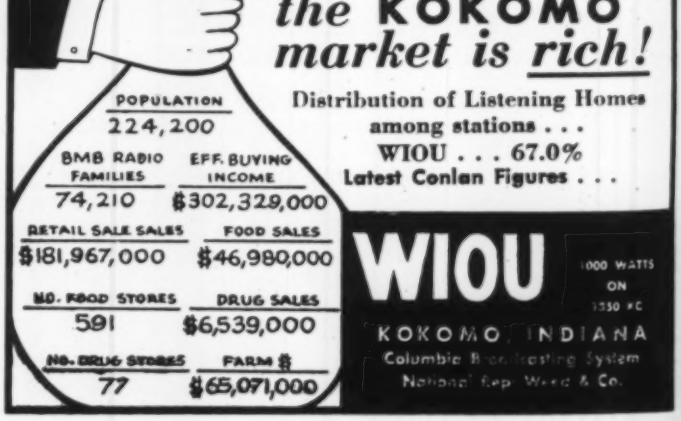
SIXTH "transcribed sales meeting" of Associated Program Service, dealing with "Next Week's Cancellation," is currently being circulated to APS member stations for their use in boosting sales.

INDUSTRIAL HUB OF THE MIDWEST

Quad-Cities' is now designated as a *Critical Defense Area.* 233,012 people live in this great industrial market. Over 300 manufacturing firms, plus the Rock Island Arsenal, provide the payrolls which add up to a tremendous volume of buying power for your product.

WHBF is the influential hometown station with the coverage and the impact to deliver sales at a profit in this big, unified market.

WHBF
5000 WATTS BASIC ABC
AM TV FM
NAT. REPS. AVERY KNODEL, INC.



RADIO, TV GAINS

Predicted by De Groot

RADIO and television will experience their greatest development in the forthcoming year was the prediction of Mitchell De Groot Jr., ABC New York manager of advertising and promotion, at Los Angeles Advertising Club meeting in the Biltmore Hotel last Tuesday.

He said it would be a "big year for television because of the increased use of daytime programs" and "for radio because national advertisers are realizing that radio must be used as an additional medium."

Mr. De Groot told Ad Club members radio and TV are both equally important and they both can do a particular job for the advertiser. "Radio and television can work hand in hand," he said.

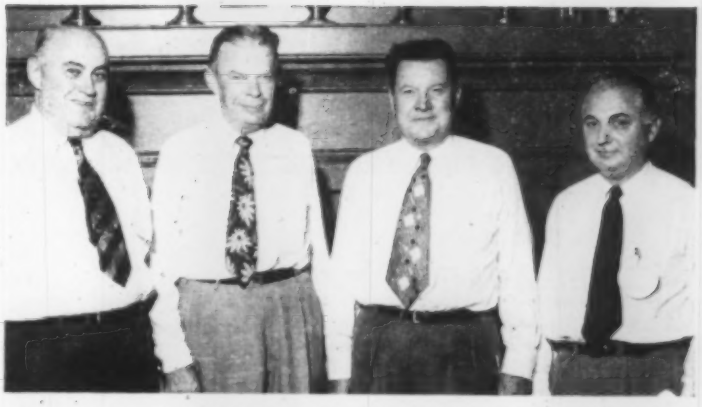
He declared that the major factor influencing advertiser-decisions to use network radio in 1951-52 is a newly-found opportunity to take advantage of one of the medias basic attributes, flexibility. He termed it a "flexibility of time of program and of commercial message."

Although coast-to-coast television may be a reality within the next 60 days Mr. De Groot warned that this development will not at once be a great boom to the industry in the West.

Partly because of time difference he pointed out national advertising will still be slanted toward viewers in the East.

Advertisers are not sold on the idea of putting on an expensive show in New York at 6 p.m. and having it reach a limited audience on the west coast at 3 p.m., he explained.

NAMED to radio and television committee of Los Angeles 10th District California Congress of Parents & Teachers Inc. were Mrs. Clinton A. Dickison, chairman; Mmes. William A. Sheldon, Samuel Gill, Frank Lowe, H. M. McClaskey, Stanley Gulliver, R. F. McArthur.



IN appreciation for their sponsorship of baseball, WISH Indianapolis feted Stokely-Van Camp officials and prominent local Stokely dealers at a dinner. Among those attending were (l to r): Frank M. McHale, Indianapolis attorney and WISH director; H. F. Krimmendahl, president of Stokely-Van Camp; Frank McKinney, WISH treasurer and vice president of the Indianapolis Indians, and C. Bruce McConnell, WISH president.

SWG IN WEST

Forms Organizing Committee

IN ACCORDANCE with the decision of the National Television Conference of the Author's League of America granting its jurisdiction over all television writers west of the Rockies [BROADCASTING • TELECASTING, July 30], the Screen Writers Guild last week took its first steps in gathering TV writers within its fold by forming a 17-man organizing committee.

Co-chairmen of the committee are Morgan Cox and Richard Murphy.

Other members are Leon Abrams, Dwight Babcock, Robert Blees, Marvin Borowsky, Richard Breen, Oliver H. P. Garrett, Ivan Goff, Howard J. Green, Harold Greene, Dorothy B. Hughes, Al Martin, Don Martin, Arthur Orloff, Wells Root, De Vallon Scott, Tom Seller, Brenda Weisberg.

In the meantime, SWG and ALA, denying Radio Writers Guild claims of representation over TV writers [BROADCASTING • TELECASTING, Aug. 6] have issued a joint statement signed by Oscar Hammerstein II for ALA and Karl Tunberg, for SWG upholding their groups' stands.

Statement says that "the Author's League of America Inc. and Screen Writers Guild Inc. which represent all writers in the United States will oppose the Radio Writers Guild's unilateral claim to jurisdiction." It goes on to say that ALA and SWG are "in the process of working out jurisdiction which will serve and protect all television writers, including those who work concurrently in radio, motion pictures, the theatre, or any other field."

STEWART–WARNER

Color, UHF Units Planned

COLOR television and UHF equipment will be manufactured by Stewart-Warner Corp., Chicago, "as soon as either type of broadcasting is being conducted," Sales Manager Edward L. Taylor announced at a day-long annual sales convention there Aug. 3. Stewart-Warner Electric, the radio and TV division of the corporation, is "ready for color and UHF," Mr. Taylor said.

He demonstrated pilot models of the drum and disc types of color receivers, and said UHF coil segments which can be mounted on present turret-type tuners will be ready for dealers as soon as UHF station operation is authorized by FCC.

Radio and TV spots will be used nationally to introduce the firm's new fall lines of radio and TV receivers. Stewart-Warner plans also to buy two 15-minute sports shows. This is in additon to cooperative advertising locally, Mr. Taylor said.

Fundamentals of UHF and color were outlined to the group by S. C. Kolanowski, chief engineer at Stewart-Warner Electric. He noted that only 30% of the 12 million sets in American homes "can be easily converted to receive UHF."

NEW TARIFFS of Assn. of Canadian Radio and Television Artists (AFL) for use in Toronto and Montreal, have been released.

OFF WE GO!

KRCO 'Tape Drop' Coverage

NO FLY-BY-NIGHT affair was the "airplane-tape-drop" coverage by KRCO Prineville, Ore., of the Paulina Amateur Rodeo last month.

The rodeo had been promoted extensively and even though it was scheduled in a town 50 miles from KRCO, interest was at a high pitch. No telephone facilities were available for a direct broadcast, so the station combined the modern miracles of air transportation and tape recording to effect rapid, impressive coverage of the event.

Chief Engineer Guy Welch, also a licensed pilot, flew tape-recorded descriptions of the rodeo back on an hourly schedule. As soon as he reached KRCO's tower, he dropped out the tapes and headed back for more. A local Chevrolet dealer sponsored the coverage. General Motors district representatives, listening in Portland 110 miles away, praised the Prineville dealership for its aggressiveness.

STORECAST CORP. OF AMERICA, reached new peak in sponsorship during June. Thirteen new sponsors were added, among them Minute Maid Corp.'s Lemonade Mix, General Food Corp.'s Jell-O and cake mixes, and Hormel's chili and chicken; G. F. Hueblin & Bro., Staley Mfg. Co., A. S. Harrison Co. (Preen).

DO YOU WANT TO COVER THE SOUTH AT LOWEST COST?

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Key to a $6 Billion Market

WFIL

560 kc.

The Philadelphia Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

On All Accounts

(Continued from page 14)

where he trained with the RAF. A member of one of the first teams to operate radar landing devices for planes, he "talked down" planes at six U.S. fields, working as approach controller, the most difficult job in the training progression. After three years of service, he returned to N.U. for his B.S. degree.

A Sigma Chi, Mr. Schlesinger majored in advertising at commerce school because "that was the nearest thing to photography" offered. He had been a camera bug since high school days in Berwyn, a Chicago suburb. Photo editor of the high school yearbook, he wrangled a job after graduation as a *Life* cameraman's apprentice, but renounced his immediate future when his mother insisted he enroll in college.

Photography long since has given ground to golf. Mr. Schlesinger admits a "fair" game, but a "lot of patience" with his wife, who is trying to master the sport. The Schlesingers live in Berwyn with their four-month-old son, Paul Jeffrey. Mrs. Schlesinger is the former Lorraine Stolzer, who worked at J. Walter Thompson, Chicago.

A member of the Television Council and Radio Management Club, Mr. Schlesinger is confident there will "always be a place for radio." Television, though, "will be the biggest thing that ever hit this country, bigger than the movies or the automobile or radio," he says.

Radio-TV Fight Fees

TOP-RUNG boxers fighting in a minimum of 10 shows at the Chicago Stadium next fall and winter will receive $30,000 from radio and TV fees, the Illinois Boxing commission has decided. This is an increase of $10,000 over last season. Contracts with boxers will be signed after Truman Gibson, manager of the Chicago office of the commission, returns from Europe. Each fighter will now receive $1,500 instead of the $1,000 paid last season.

WFRL AMATEUR CONTESTS

Self Sustaining Series Tours Towns

WFRL Freeport, Ill., is airing a series of amateur contests which are self-sustaining and are money-makers for both the station and the sponsor.

Dave Taylor, WFRL commercial manager, is proud that for the second year, these contests are so successful.

"There wouldn't be any particular trick in lining up a series like this on any station should the station desire to provide service, prize money and publicity on the series itself," Mr. Taylor commented.

"The real trick," he added, "is to make the series self-sustaining and an actual money-making affair for the station, its staff members and the sponsoring organizations."

This year seven preliminary contests are being held within the WFRL area in towns ranging in population from 250-800 inhabitants. Finals are slated Sept. 6-7 in Lena, Ill.

The contests usually are held in conjunction with a town celebration, such as a local Lion's Club gathering, or a July 4 observance. Mr. Taylor said that WFRL found that these shows are very easily sold to whatever organization is sponsoring the town fair, homecoming, etc.

In most cases these contests are held on the opening day of the celebration. Then taped recordings of the broadcast are aired the second day, plugging both the fete and the sponsor. Local newspapers have given their respective town's contest big play.

Mike Device

A POCKET-SIZED microphone, capable of serving as a "miniature radio station" has been devised by an aviation electronics technician stationed at Milling Naval base, Memphis, Tenn. According to Technician John F. Stephens, the device is contained in an aluminum cigarette case and consists of a miniature tube, two coils, a resistor and condensor, a home-built microphone, a hearing-aid battery and two pen-light batteries. The microphone, used in a Navy musical production, has a pickup range of 100 feet.

TEXAS ROUNDUP

Stations Corral Tourists

IT'S tourist round-up time in Amarillo and four stations of that Texas city are stretching out a "welcome mat" for approaching motorists.

KAMQ KFDA KGNC and KLYN Amarillo are reaching out through spot announcements to greet motorists looking for a place to spend the night. The stations are cooperating with the local Chamber of Commerce. A typical spot announcement goes something like this:

"Hello, Mr. and Mrs. Tourist out there on the highways. You are listening to KFDA Amarillo, Tex., 'The Friendly City'—the city of cool nights. Make it a point to spend some time in Amarillo. You will like the modern facilities in Amarillo, and we feel sure you will like the people."

Psychological Unit

TECHNIQUES of psychological warfare and research in science and training methods will be explored by a newly-established Human Resources Research Office within the Dept. of Army. Appointment of Dr. Meredith P. Crawford, Vanderbilt U., Nashville, as director of the office was announced last Tuesday. Research will be used by the Army's Psychological Warfare Division, which deals with effect of radio broadcasts and other media on enemy troops and civilian population in trouble zones.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

(Total U.S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

REGULAR WEEK JULY 1-7, 1951

Current Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	(5.7
1	Walter Winchell (ABC)	9.4
2	Dragnet (NBC)	8.6
3	Mr. Keen (NBC)	6.8
4	Godfrey's Talent Scouts (CBS)	6.6
5	Screen Directors Playhouse (NBC)	6.5
6	Voice of Firestone (NBC)	6.5
7	Life with Luigi (CBS)	6.4
8	Mr. District Attorney (NBC)	6.3
9	Father Knows Best (NBC)	5.9
10	Mario Lanza Show (CBS)	5.9
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(2.1
1	One Man's Family (NBC)	4.9
2	News of the World (NBC)	4.5
3	Lone Ranger (ABC)	4.1
WEEKDAY (Average For All Programs)		(3.9
1	Arthur Godfrey (Ligg. & Myers) (CBS)	7.2
2	Romance of Helen Trent (CBS)	7.1
3	Our Gal, Sunday (CBS)	6.1
4	Ma Perkins (CBS)	6.1
5	Big Sister (CBS)	6.2
6	Wendy Warren and the News (CBS)	5.9
7	Arthur Godfrey (Nabisco) (CBS)	5.9
8	Arthur Godfrey (Pillsbury) (CBS)	5.8
9	Aunt Jenny (CBS)	5.7
10	Pepper Young's Family (NBC)	5.4
DAY, SUNDAY		
	(Average For All Programs)	(1.6
1	True Detective Mysteries (MBS)	4.2
2	Phil Regan Show (CBS)	2.5
3	Edward P. Morgan (CBS)	2.1
DAY, SATURDAY		
	(Average For All Programs)	(5.2
1	Armstrong Theatre (CBS)	8.4
2	Grand Central Station (CBS)	7.2
3	Stars Over Hollywood (CBS)	6.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000—the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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Air Force Commissions

COLLEGE graduates with a year's experience in radio, electrical, communications or electronics engineering may qualify for commissions in the Air Force Reserve. Depending on age and experience of applicant, men may be commissioned from second lieutenants to majors, according to Maj. Charles D. Morat, director of personnel procurement of First Air Force, at Mitchel Air Force Base, New York. Inquiries should be addressed to Maj. Morat.

GENERAL MILLS (Gold Medal Flour, Wheaties, etc.) reports earnings of $11,520,508 for fiscal year ended May 31, compared with $13,251,218 in previous year. Wages and salaries including retirement benefits reached all-time high of $51,054,685 compared with $45,568,148 a year ago. Total sales were $435,947,827.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

A CHAS. MICHELSON HIT!

"ADVENTURES OF Dick Cole"

30 MIN. TRANSCRIBED KIDDIE SHOWS

For particulars

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

programs promotion premiums

RADIO COMES THROUGH

WLOW Norfolk was asked by local furniture store to plan advertising campaign to sell over-stocked washing machines. Station sold 63 units in four weeks, grossing furniture store over $9,000. It cost store less than $400 to sell machines via radio. Store ordered another 50 washers and kept air campaign going.

TIPS TO TOURISTS

WTWN St. Johnsbury, Vt., distributing welcome cards to tourists in coverage area. Cards list newscasts time and information about station. Back of cards suggests places in area for visitors to see. Cards being handled by Chamber of Commerce tourist booths throughout area. Station also handing out colorful set of kitchen measuring spoons to brides and new mothers.

RECRUITING DRIVE

KIWW San Antonio, Tues., 4:15 to 4:40, broadcasting recruiting drive in Spannish beamed to large Spannish speaking population in area. Disc jockey show answers questions phoned in by listeners about Army and Air Force. Recruiting service reports that results have been very favorable.

NEW PICTURES

WBAP-TV Fort Worth, Tex., now has some new "angle" shots of station for publicity-promotion department. Thaine Engle, department director, called local helicopter company to arrange for flight to take photos. Both still and motion pictures were taken from air above its 502-foot transmitter. Many ground shots were made of "eggbeater" taking off and landing in station's front yard.

THE FACTS

WKBN Youngstown, Ohio, sending trade and advertisers four-page brochure headed "Straight facts—not claims." Pieces gives data on listening figures for city, citing station's high Hooperatings.

TOUGH COVERAGE

KENI Anchorage used tape recording to cover climbing of west side of Mt. McKinley by mountain expedition. KENI crews accompanied Air Force plane which dropped supplies and equipment to climbers. Station also interviewed military personnel on intricate points of dropping supplies. It followed up with two-way conversation between expedition and plane.

SPEAKING to the people of Attleboro, Mass., from the rear platform of the train that carried him on a tour of New England, Gen. Douglas MacArthur, expresses his thoughts on world problems. WARA Attleboro made the necessary arrangements for the general's speech, when it heard he was passing through the town. Station reports that a huge throng greeted the general. Pictures of Gen. MacArthur speaking over WARA facilities were carried in many newspapers.

SOUND ADVICE

KNBC San Francisco, promoting its recently expanded recording facilities, sending trade glossy pictorial folder. Frontispiece headed: "Going on record? . . . here's sound advice." Inside tells story of expansion and facilities available with pictures to back up text.

ALL OUT PROMOTION

WCDL Carbondale, Pa., using auto tags to promote station frequency, 1230 kc. Station Manager Richard Carlson secured auto plates "C 1230". Honesdale Studio Manager Tut Perry latched on to plates "1230 H." Plates were secured from Motor Vehicles Dept. to identify city and frequency (Carbondale and Honesdale,) Station phone number also is 1230.

PATTI GETS AROUND

KSJO San Jose distributing to trade promotion sheet with eye stopping query: "Want to buy a gal who really gets around?" Sheet plugs Patti Frew, station's sweet-voiced, 25-year-old girl disc jockey who presents *Patti's Platter Show* from midnight to 6 a.m. Outlined map shows her program pulling listeners, and mail, from as far away as Victoria, B. C., 1,225 miles north. Sheet carries reprint of Victoria's *Daily Colonist* entertainment column rave-reviewing *Patti's Platter Show* as evidence of its broadcast range claims. Text concludes: "From midnight to dawn she covers lots of ground!"

BASEBALLCASTS

KYA San Francisco boosts baseballcasts by Les Keiter with page promotion piece to trade announcing "715 letters said, 'Yes, let's have more'." Text tells of Mr. Keiter's query to listeners whether they wanted broadcast of second game of Sunday double-header ballgame. Response came from Eureka to Fresno and east to Nevada. As result, station announces, KYA will henceforth carry both games of weekly doubleheader.

PRAISE SHOW

KPIX (TV) San Francisco promotes its battle-of-sexes program, *Stag at Eve*, with pale blue folder carrying line drawing of thoughtful lady on frontispiece and thought-provoking announcement: "The lady from Placerville thought so too when she saw *Stag at Eve*." Inside and back carry two letters of praise—one from sponsor to agency, other from agency to KPIX General Manager Philip Lasky—testifying to sales results and widely spread audience pull of program. Letters state program pulled 805 responses to special price offer, made in a single "incidental mention" on one program night for piece of sponsor's Descoware cooking pans. Among the 805 was one lady from Placerville, a mountain town not generally considered within San Francisco TV range.

LARGE DRAWING

WCBS New York distributing to trade promotion folder on its Galen Drake program, *Housewives Protective League*, headlined "Maybe It's His Bedside Manner." Folder shows enchanted housewife revealing her woes to Mr. Drake and quotes Pequot Mills report (from booklet offer made on HPL program) that "Galen Drake pulled far more requests at a very much lower cost per-inquiry than any of the national magazines or other radio shows and participations used."

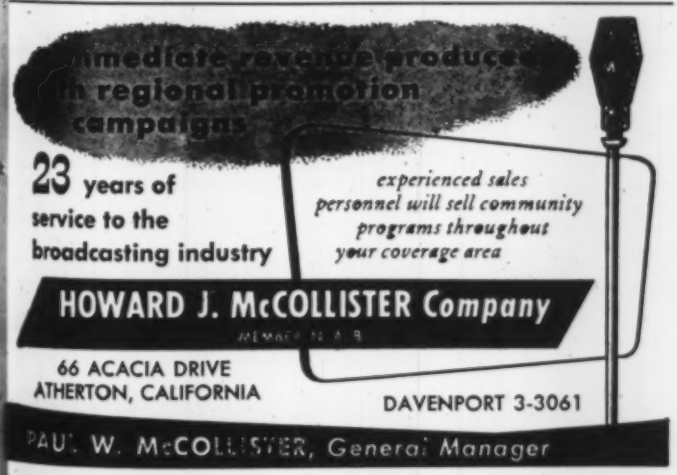
PUBLICITY BREAK

WHK Cleveland sent agencies more than 100 tear sheets of story appearing in *Cleveland News* about WHK Disc Jockey Bill Gordon. Sketch on Mr. Gordon and family covers half page, along with pictures. Story, headed "Disc jockey even plays 'em at home," gives inside facts on one of Cleveland's top platter spinners.

SERVICE NEWSCASTS

WGVA Geneva, N. Y., presenting newscasts from Sampson Air Force Base, Mon.-Fri., 7-7:05. Newscasts combine news of base and general Air Force information. Sgt. Robert Forbes is featured as Air Force reporter.

Further ideas or samples of the promotion items mentioned on the page are available by writing to the individual companies.



Open Mike

(Continued from page 61)

old enthusiasm and confidence in radio could be re-kindled in eastern minds . . .

It is true we are not concerned with television at the present, but my own experiences in one of the largest television markets have proven to me that a good deal of this negative thinking is completely uncalled for . . .

When we're talking radio, regardless of our association with television, the hell with television. Let's talk about what radio is, has been, will be and can do. Let's drop these negative statements—they're purely mental. An aggressive on-the-ball operation can do far more for the money than any other medium and we know it.

Donald F. Whitman
Vice Pres. & Gen. Mgr.
KGAL Lebanon, Ore.

* * *

Cash Register Research

EDITOR:

Although we appreciate the nonpartisan interest BROADCASTING • TELECASTING has been displaying in the fields of radio research, we wish to point out that the particular research technique being used by ARBI is not new to the industry . . . Our research organization has not only been conducting the same type of research at the cash register level in Canada; we have taken it a few steps further to its more logical conclusion . . .

We also conduct concurrent studies measuring radio audience by coincidental telephone interviews and newspaper readership by personal interviews. Both techniques, although different in method, do enable us to estimate both cost-per-listener and cost-per-reader . . .

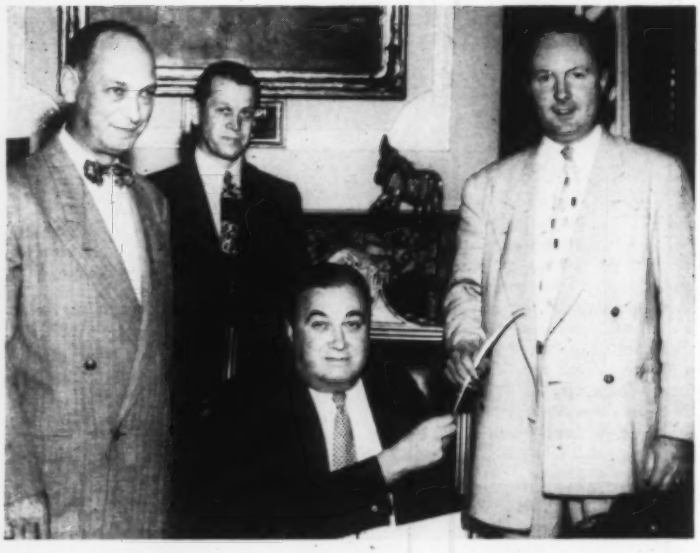
We do not feel that the solution is quite as simple as your editorials on the ARBI technique would lead your readers to believe. We have always cautioned our Canadian clients to use ratings by all means, but use them wisely. They were not designed to be the end-all of radio. Use all the other facts and material that can be obtained . . .

J. D. Penn McLeod
President
Penn McLeod & Assoc.

* * *

Canada Radio Week

CANADA'S National Radio Week has been announced from Oct. 27 to Nov. 3, with the slogan "Relax With Radio." Sponsored by the entire radio manufacturing, dealers and broadcasting industry, it will be marked with special programs during the week, as well as special store window displays. From the broadcasting division of the industry representatives on the National Radio Week Committee are W. J. Dunlop, Canadian Broadcasting Corp., Toronto, and Murray T. Brown, CFPL London, representing the Canadian Assn. of Broadcasters.



WCOP Boston is credited with a strong assist in prodding into reality a bill stiffening penalties for narcotic peddling. During a five-month fight to get the measure passed, WCOP kept the issue before both the public and legislators. On hand as the bill was signed into law (l to r): State Rep. Meyer Pressman, sponsor of the bill; Henry W. Lundquist, WCOP production manager; Gov. Paul A. Dever (seated), who signed the measure, and State Sen. John F. Collins.

The Pampered Press

EDITOR:

Isn't there something you can do to get these network people to have confidence in their own advertising medium?

As you probably know, ABC is presently running a campaign of ads in several New York newspapers. I have no inside information, but I will bet you a new hat against a drink of Scotch that they never even considered placing their ad campaign on New York radio stations.

Furthermore, they keep sending down programs, both commercial and sustaining, which include fortuitous and wholly unnecessary propaganda for newspapers . . . I have a strong belief that during the course of a typical week there are literally hundreds and hundreds of such references made on the programs sent out by all four networks . . .

Murray Carpenter
Co-owner, Gen. Mgr.
WABI Bangor, Me.

Captures Convict

JUST before the 6:30 a.m. newscast at CKVL Verdun one morning late in July an unidentified man phoned the newsroom that a convict had just escaped from the local jail, and gave a description. A check with police was made and the bulletin went out on the 6:30 a.m. newscast. Two police cruising outside the town heard the newscast, and spotted a man answering the description. He was taken to jail and identified as the missing prisoner. The Verdun police thanked CKVL for getting the man back behind bars 70 minutes after he had escaped.

IRE-RTMA MEET

Set for Oct. 29-31

LATEST developments in radio and television will be discussed by American and Canadian engineers Oct. 29-31, in Toronto, Ont. The meeting is jointly sponsored by the Institute of Radio Engineers and RTMA's Engineering Dept.

Agenda includes:

The first day's general session will feature three reports after initial welcoming speeches by I. S. Coggeshall, IRE president, and R. A. Hackbusch, president of RTMA of Canada. Dr. W. R. G. Baker, chairman of RTMA TV Committee, will preside over the session. Reports will be given by S. H. Carew, Stromberg-Carlson Co. Ltd., on "Noise in Television Receivers"; John Van Duyne, DuMont Labs., on "Suppression of Local Oscillator Radiation in Television Receivers"; and L. M. Clement, Crosley Div., Avco Mfg. Corp., on the RTMA Material Bureau report.

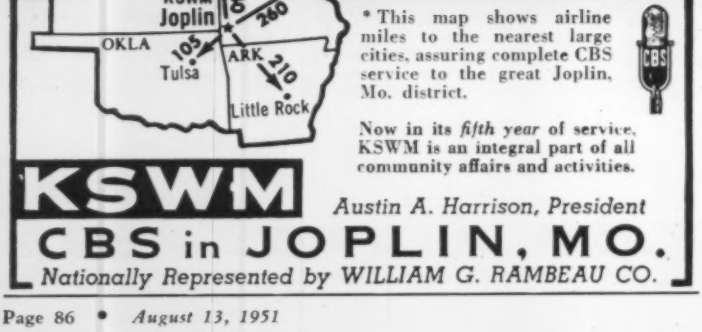
An afternoon symposium on "Reliability of Tubes and Circuits" will be sponsored by IRE's Professional Group on Quality Control. J. R. Steen will preside.

The second day will begin with a symposium on color TV sponsored by the IRE Professional Group on Broadcast & Television Receivers. Presiding will be D. B. Smith. In the afternoon a television session, sponsored by the same group, will hear reports on a new miniature triode for UHF TV tuners by K. E. Loofbourrow and C. J. Morris of RCA; a discussion by W. M. Squires, Sylvania Electric Products Inc., on "Measurement of Television Gamma or Amplitude Linearity," and a report on a UHF TV converter by R. Hesse of DuMont Labs.

The annual dinner will climax the second day with F. S. Barton acting as toastmaster and Donald G. Fink reporting on the 1951 CCIR meeting in Geneva.

IRE's Audio Professional Group will sponsor a morning symposium Oct. 31 concerning "The Receiver as a Link in the Audio Chain," with F. H. Slaymaker presiding.

A second TV session in the afternoon will close the meeting. F. H. Pounsett will preside and three talks will be presented: "Phase Linearity of TV Receivers" by Herbert Kiehne and Stanley Mazur, Emerson Radio & Phonograph Corp.; "The Chromatron, An Electronically Registered Tri-Color Cathode Ray Tube" by Robert Dressler, Chromatic Television Labs; and "Pencil Triode for Pulsed-Oscillator and Power-Amplifier Service" by John Busby, RCA.



STYLE SHEET FOR RADIO NEWS

Brown Gives Suggestions

By DONALD E. BROWN

ASSISTANT PROFESSOR
SCHOOL OF JOURNALISM &
COMMUNICATIONS
U. OF ILLINOIS

PROF. BROWN

AN ACTIVE radio newsman, the author is a firm believer in a shipshape news department. Donald E. Brown, assistant professor at the U. of Illinois' school of Journalism & Communications, has wrapped up his study and experience in an article on "radio news style," which is based on a 14-page "Radio News Style Sheet" that is being sent by the university to all Illinois stations. Prof. Brown, also news director at the university's stations WILL and WIUC-FM Urbana, for several years was a member of WHO Des Moines' news staff. He feels that wide circulation of the style sheet will re-emphasize that a "flourishing news department is one of a radio station's best assets" and that specific information on news writing should be made available by management to new or untrained employes. The "style sheet" will appear in a book on radio-TV news that is being prepared by Prof. Brown in collaboration with Prof. John Paul Jones of the U. of Florida, and will be published by Rinehart & Co.

ALTHOUGH each of the communications media has its own individual strengths and weaknesses, none of the other media can equal radio as a speedy, economical, and credible means of disseminating the top news stories of the moment. In the competition among the media, this fact is an enormously valuable asset that radio should enhance at every opportunity.

If the news programs of an individual station are distinctive, one will not hear listeners complaining: "I tuned from one station to another and heard newscasts that were just the same, word for word." The news-minded station that puts radio on the map and is keeping it an important force in modern American life takes pains to see that its newscasts are not "just the same, word for word," as rival stations are sending out on the air waves.

In the first place, the news-conscious station will have a staff of trained newsmen who gather some news of local and regional interest; and, beyond that, this staff will be alert for the local angles and the background information that will give the stories on the news wires the utmost meaning and interest to the particular listening audience served by a given station.

Well Rounded Staff

It follows that the radio station wanting to do distinctive work in news should have some staff members who know how to gather, edit, and write news as well as how to read it into the microphone.

As for the writing of news copy, this is a phase of radio work that deserves more attention than it frequently is given. Compare radio stations with newspapers in the matter of style. Almost every self-respecting newspaper in the country has its own style sheet, a booklet of specific rules for preparation of copy that reporters and editors are expected to study thoroughly and to follow right down to the very last comma.

In contrast, style sheets for radio newsrooms are scarce articles indeed. However, we should immediately concede this is not a major calamity, for radio news style is a highly individual matter. Unlike a newspaper, where the work of numerous reporters and copyreaders may be seen in adjoining columns, the processing of radio news copy within a station usually involves a very limited number of persons. In fact, it is common practice in many stations for one person to gather the news, write and edit it, and then present it at the microphone. Under those circumstances, where only a single person is involved in the presentation of a news script, uniformity of style is not a major problem.

* * *

Nevertheless, there are certain style practices that have been found advantageous. In compiling a style sheet, the author has found there are numerous rules so widely accepted they are practically standard operating procedure in the better newsrooms from coast to coast. On other points, where there is variation in common practice, the author—just as any other practicing radio newsman should do—has arbitrarily chosen those time-tested rules which he personally has found most effective.

When there is more than one accepted style of writing a given piece of information, the writer should use the form that seems most readable to him personally or to the person who will be reading the copy into the microphone. How the show sounds on the air is the final criterion.

With present international conditions leading to a considerable change in personnel, perhaps this is a good time to give some attention to recommended style practices.

Preparation of Copy

In the first place, all radio news copy should be typed (double-space) as neatly as time and the writer's typing ability permit. Dirty copy should not be condoned for it leads to errors, hesitation, and generally ineffective reading. The young writer who has had some newspaper training or experience should toss most of his newspaper copy-reading symbols out of the window; this applies especially to such common editing symbols as those used in marking transpositions, lower case letters, capitalization, etc. If it is necessary to pencil in additions or other corrections, *print* legibly and do not write. If it is necessary to delete some material, black it out completely and draw a line above the stricken material to bridge the gap.

Time is a precious commodity in a radio newsroom, but the time pressure should not be regarded as an acceptable excuse day after day for excessively dirty copy. Neatly typed, well written copy is the first step toward an intelligently and interestingly presented script on the air.

All datelines should be omitted, but it is necessary to be sure that all essential references to places are included in the copy. Words that are difficult to pronounce or that require special emphasis may well be underlined. In this connection, if it seems advisable, the phonetic spelling of a difficult pronunciation may well be written in parenthesis immediately following the word or it may be printed clearly above the word in question.

Most newspaper style sheets will contain many columns of abbreviations in the form required by that publication. In contrast, a single typed page of instructions will suffice in a style sheet for a radio newsroom; furthermore, the most important injunction on that single page may easily be reduced to one brief sentence: "Eliminate the use of most abbreviations in radio copy."

The news writer should get into the habit of automatically spelling out in full all months, days of the week, states, governmental titles, religious titles, and other words and phrases abbreviated by most printed publications. It is permissible, however, to use abbreviations or alphabetical designations that are to be read as such if the general public is quite familiar with them. For instance, C-I-O is undoubtedly more quickly meaningful to many listeners than Congress of Industrial Organizations. Many governmental agencies, such as the Reconstruction Finance Corporation, may logically be written in full the first time they appear in the news story but referred to merely by alphabetical designation when mentioned a second time.

Capitalization

Another important area of style, capitalization, may have its major principle boiled down to only two words, a mere fraction of the space it occupies in the typical newspaper style sheet. Capitalize freely!

Why should capital letters be used liberally rather than sparingly as is the case with the majority of modern newspapers that religiously follow the so-called "down style"? The reasons why the "down style" was adopted by many newspapers have no application to radio; research will show that capitalization can be used as effective aids to the announcer in identifying at a quick glance a closely related group of words that should be grouped as a single unit when read orally.

Recommended style for radio: Tilton High School; General As-

(Continued on page 94)

REACHES 93,217 RADIO FAMILIES
WEOK
POUGHKEEPSIE
REPRESENTED BY DEVNEY

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES
From 1949 BMB Survey

DAYTIME
KGW 358,030
Station B . . . 337,330
Station C . . . 295,470
Station D . . . 192,650

NIGHTTIME
KGW 367,370
Station B . . . 330,330
Station C . . . 307,970
Station D . . . 285,440

KGW PORTLAND, OREGON
on the efficient 620 frequency
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO

August 3 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WBBB-FM Burlington, N. C.—Mod. CP new FM station for extension of completion date.

APPLICATIONS RETURNED

WCAR Pontiac, Mich.—RETURNED application for mod. CP to install new vert. ant. and mount FM ant. on AM tower for extension of completion date.

KGAL Lebanon, Ore. — RETURNED application for CP to change from 930 kc 1 kw D to 920 kc 1 kw unl. DA-DN.

August 7 Decisions . . .

BY THE SECRETARY

KTLN Denver, Col.—Granted license for change in frequency to 1150 kc 1 kw-D.

KXRN Renton, Wash. — Granted license for change in frequency and hours of operation to 1230 kc 250 w U, except when KTW operates.

Lansing Bcstg. Co., Lansing, Mich.—Granted CPs for new remote pickups, KQC-511 KQC-510.

KRLD-TV Dallas, Tex.—Granted license for TV station.

KFMB-TV San Diego, Calif.—Granted license for TV station, and to specify aural ERP of 13.7 kw in lieu of 20.2 kw.

WOC-TV Davenport, Iowa—Granted license for TV station; also for change in studio location.

WCON-TV Atlanta, Ga. — Granted mod. CP to change type ant. and studio location. Also granted mod. CP for extension of completion date to 2-15-52.

KRLW Walnut Ridge, Ark.—Granted license for AM station on 1320 kc 1 kw D.

WIPC Lake Wales, Fla.—Granted license for AM station on 1280 kc 1 kw D.

WFUL Fulton, Ky.—Granted license for AM station on 1270 kc 1 kw D.

University of Ill., Urbana, Ill.—Granted CP and license for FM broadcast STL station, KSE-20.

WAGA-TV Atlanta, Ga.—Granted CP to make slight move in trans. location; also make equipment changes; operating power output of 3.52 kw vis. 1.82 kw aur.

FOR FINEST TAPE RECORDING
KCBD
Lubbock, Texas
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.
For new catalog — write:
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

AUGUST 3 THROUGH AUGUST 9

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

Princeton Bcstg. Co., Princeton, Ind.—Granted CP for remote pickup, KA-9423.

KWBW Hutchison, Kan. — Granted cancellation of CP which authorized changes in present vert. ant. and mounting FM ant. on top of AM tower.

Delta Bcstg. Co., Escanaba, Mich. — Granted mod. license to make changes in remote pickup, KA-5240.

KADA Bcstg. Inc., Ada, Okla.—Granted mod. licenses to change frequencies to 26.25 and 26.35 mc for KA-5648 KKC-416.

KIDO Inc., Boise, Idaho — Granted mod. license to change frequency to 26.15 mc for KA-2729.

Cleveland Bcstg. Inc., Cleveland, Ohio—Granted mod. license to increase power and change type trans. for KA-7280.

Following remote pickups were granted renewal of licenses on a regular basis: KA-8043 (Boulder Radio KBOL Inc.) Boulder, Col.; KA-6284, 85, and KKC-978 (Charles Wilbur Lamar, Jr.) Houma, La.; KA-7956 (Kennebec Bcstg. Co.) Waterville, Me.; KGA-821 and KA-5286 (United Bcstg. Co. Inc.) Hagerstown, Md.; KA-5240 (Delta Bcstg. Co.) Escanaba, Mich.; KA-7475 ("Show-Me" Bcstg. Co.) Rolla, Mo.; KA-5243 (Southern Tier Radio Service, Inc.) Binghamton, N. Y.; KA-5612 (WGAL, Inc.) Lancaster, Pa.; KGB-233 KA 6414 (Lewistown Bcstg. Co.) Lewistown, Pa.; KA-3600 (Mitchell Bcstg. Assn.) Mitchell, S. D.; KA-2945 (Mountain Bcstg. Service) Princeton, W. Va.; KA-5557, KA-7737 (Radiophone Bcstg. Station WOPI, Inc.) Bristol, Tenn.; KA-6391 (United Bcstg. Co.) Ogden, Utah; KOB-281 Ogden, Utah; KA-5830 (J. C. Rothwell) Littlefield, Tex.

Licenses for following were extended on temporary basis to Nov. 1, 1951: KA-3533 (Covington News, Inc.) Covington, Ga.; KGB-607 KA-8534 (The Tower Realty Co.) Cumberland, Md.; KA-5888 (Bogalusa Bcstg. Co.) Bogalusa, La.

Merced Bcstg. Co., Merced, Calif.—Granted renewal of license for KA-9439 on regular basis subject to change in frequency which may result from proceedings in Docket 6651.

WHEC Rochester, N. Y.—Granted license for changes in aux. trans. equipment.

WCHS Charleston, W. Va.—Granted license for installation of new trans.

KNBC San Francisco, Calif.—Granted license for installation of new vert. ant.

KEYY Pocatello, Ida.—Granted CP to install new trans.

WHEC Rochester, N. Y.—Granted CP to make changes in aux. trans. equipment.

WJPF Herrin, Ill.—Granted CP to install new trans.

WALK Patchogue, N. Y. — Granted mod. CP to change trans. location, and change type trans.; cond.

KTTV Inc., Los Angeles, Calif. — Granted license for new remote pickup KA-8155.

Copper Bcstg. Co., Butte, Mont. — Granted license for new remote pickup KA-9241.

Rafael Fuster, Guayama, P. R. — Granted license for new remote pickup KA-8654.

Booth Radio & Tele. Stations, Inc., Flint, Mich.—Granted license for new remote pickup KA-8045.

KXOK St. Louis, Mo.—Granted mod. license to change name to KXOK Inc.

KTTV, Inc., Los Angeles, Calif. — Granted mod. license to move trans. location for KMC-43.

WGHN Spring Lake, Mich.—Granted mod. CP for extension of completion date to 2-15-52.

All-Okla. Bcstg. Co., Tulsa, Okla.—Granted mod. CPs to change frequencies to 26.11 and 26.45 mc for KKE-201-202.

La Grange Bcstg. Co., La Grange, Ill.—Granted CP for new remote pickup KA-9417.

New Laurel Radio Station, Laurel, Miss.—Same for KA-9418.

Lansing Bcstg. Co., Lansing, Mich.—Same for KA-9419.

Newton-Conover Bcstg. Co., Newton, N. C.—Same for KA-9420.

Cleveland Bcstg. Inc., Cleveland, Ohio—Same for KQC-507.

ACTION ON MOTIONS

By Comr. Rosel H. Hyde

WDXE Lawrenceburg, Tenn. and Lawrence County Bcstg. Co., Lawrenceburg, Tenn.—Granted petition of WDXE for dismissal without prejudice of its application, on Commission's own motion removed from hearing docket application of Lawrence County Bcstg. Co.

WGST Atlanta, Ga.—Granted petition for dismissal without prejudice of application for CP.

The Fort Industry Co., Wheeling, W. Va.—Granted petition for dismissal of petition and amendment filed June 1950 to specify new TV channel in lieu of one now specified in application and to make certain other engineering changes.

WKSR Pulaski, Tenn.—Granted petition for leave to amend application by submitting revised financial information, up-to-date program and staff proposals, and minor corrections in engineering information not affecting frequency or power requested.

By Hearing Examiner James D. Cunningham

WEBK Tampa, Fla.—Granted motion for continuance of hearing on application from Aug. 10 to Oct. 3.

KFBK-FM Sacramento, Calif.—Granted petition for leave to amend application to specify a site in city of Sacramento and for removal of such application, as amended, from hearing docket.

KYA San Francisco, Calif.—Granted petition for leave to amend application by furnishing certain engineering data.

Eastland County Bcstg. Co., Eastland, Tex.—Granted petition for leave to amend application to specify 1250 kc 1 kw D in lieu of 730 kc, 250 w D application as amended removed from hearing docket.

By Hearing Examiner H. B. Hutchison

WRAD Radford, Va.—Granted petition for continuance of hearing in proceeding upon application of WKEY Covington, Va., from Aug. 1 to Aug. 20 in Washington.

Chief, Broadcast Bureau — Granted petition for extension of time to Aug. 20, within which to file proposed findings in proceeding upon application of KGAR Garden City, Kan.

By Hearing Examiner Elizabeth C. Smith

Radio California, Sacramento, Calif.—By memorandum opinion and order denied petition for leave to amend application by filing an amended FCC Form 301.

WLOW Norfolk, Va.—Granted petition for leave to amend application to request dual main studio locations, and to remove such application, as amended, from hearing docket. Action taken July 30.

American Newspaper Pub. and U. S. A. through General Services Administration and Chief, Common Carrier Bureau—Granted petitions for corrections in various respects to transcript in proceeding—Charges, classifications, regulations and practices of and in connection with interstate telegraph services of Western Union Telegraph Co.

By Hearing Examiner Leo Resnick

WHIM Providence, R. I. and WPAW Pawtucket, R. I.—Ordered that hearing in this proceeding be continued from Aug. 13 to Aug. 14 in Washington.

By Hearing Examiner Fanney N. Litt

WJKO Springfield, Mass. — Ordered that hearing in proceeding be continued from Aug. 27 to Sept. 5 in Washington.

NEW AM DAYTIMER

WAIN Begins Operation

WAIN Columbia, Ky., has begun operation on 1270 kc with 1 kw daytime. Manager of the station is Herb Arms, formerly of WKCT Bowling Green, Ky. S. C. Bybee is president of the Tri-County Radio Broadcasting Corp., licensee of WAIN.

Other personnel includes Edwin P. Healy, chief engineer, formerly with WEAB Greer, S. C.; Lanier Burchett, commercial manager; Oris Gowen and Rex Osborne, announcers; Jean Allison, chief of continuity, and Allene Holmes, bookkeeper. Station took the air at 8 a. m. July 31.

RCA VICTOR planning album of "Winnie-The-Pooh" records based on A. A. Milne childhood fantasy. James Stewart, actor, will do narration; H. Frazer Simon supplies background music. Initial pressing planned is 800,000. Heavy national advertising campaign will back album.

August 7 Applications . . .

ACCEPTED FOR FILING

License for CP

KCNO Alturas, Calif.—License for new AM station.

KNED McAlester, Okla.—License for CP to change frequency etc.

KWSH Wewoka, Okla.—License for CP to increase power etc.

WEKZ Monroe, Wis.—License for new AM station.

WAIN Columbia, Ky.—License for new AM station.

WVBT (FM) Bristol Center, N. Y.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENT
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
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License for CP to make changes in FM station.

AM—1310 kc

KNOX Grand Forks, N. D.—CP to change from 1400 kc 250 w to 1310 kc 5 kw DA-N AMENDED to change DA pattern.

Modification of CP

WABA Aguadilla, P.R.—Mod. CP new AM station for extension of completion date.

WBSC Bennettsville, S. C.—Mod. CP to change frequency etc. for extension of completion date.

KWPC (FM) Muscatine, Iowa—Mod. CP new FM station for extension of completion date.

KCBS-FM San Francisco, Calif.—Mod. CP new FM station for extension of completion date.

Modification of License

WLOW Portsmouth, Va.—Mod. license to change studio location from Portsmouth to Norfolk AMENDED to specify Norfolk and Portsmouth and main studio location.

CP to Replace CP

WKAT-FM Miami Beach, Fla.—CP to replace CP new FM station.

WMVO (FM) Mount Vernon, Ohio—CP to replace CP new FM station.

License Renewal

Following stations request renewal of license: KFRB Fairbanks, Alaska; KDMS El Dorado, Ark.; KFAC Los Angeles; WDRC Hartford, Conn.; WCCC West Hartford, Conn.; WTAQ La-Grange, Ill.; KRNT Des Moines, Iowa; KGLO Mason City, Iowa; WCAM Camden, N. J.; WWBZ Vineland, N. J.; WNBF Binghamton, N. Y.; WNAE Warren, Pa.; WDOD Chattanooga, Tenn.; KXOL Ft. Worth, Tex.; KTRN Wichita Falls, Tex.; KOL Seattle; WHBL Sheboygan, Wis.; WGAD Gadsden, Ala.; KWBR Oakland, Calif.; KSRO Santa Rosa, Calif.; KGHF Pueblo, Col.; WIBB Macon, Ga.; KID Idaho Falls, Idaho; WJPS Evansville, Ind.; KSOK Arkansas City, Kan.; WNAC Boston, Mass.; KROX Crookston, Minn.; KXLW Clayton, Mo.; WHBI Newark, N. J.; KGCU Mandan, N. D.; WILE Cambridge, Ohio; WSAI Cincinnati, Ohio; WHOK Lancaster, Ohio; WFBC Greenville, S. C.; KRIS Corpus Christi, Tex.; KFJZ Ft. Worth, Tex.; WBTM Danville, Va.; WSAP Portsmouth, Va.; KVCI (FM) Chico, Calif.; WRR-FM Dallas, Tex.

TV—Ch. 4

WHBF-TV Rock Island, Ill.—CP to change ERP from 11 kw vis. 5.5 kw aur. to 100 kw vis. 50 kw aur.

TV—Ch. 13

Rockford Bcstrs. Inc., Rockford, Ill.—Application for new TV station AMENDED to change from Ch. 12 (204-210 mc) to Ch. 13 (210-216 mc) and increase ERP from 28.7 kw vis. 14.35 kw aur. to 200 kw vis. 100 kw aur., change studio location etc. Ant. 314 ft.

TV—Ch. 13

WKTV (TV) Utica, N. Y.—CP to change ERP from 13 kw vis. 6.5 kw aur. to 25 kw vis. 12.5 kw aur.

APPLICATIONS RETURNED

KTER Terrell, Tex.—RETURNED request for transfer of control.

Following license renewal requests were RETURNED: KOLT Scottsbluff, Neb.; WHBI Newark, N. J.

August 8 Decisions . . .

BY THE COMMISSION EN BANC

CP to Replace CP

Following were granted applications for CPs to replace expired CPs: KWBW-FM Hutchinson, Kan. (Class B), KOWN Conway, Ark. (Class A), KOA-FM Denver, Col. (Class B).

August 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KWTO Springfield, Mo. — Mod. CP authorizing increase in power etc. to change DA system. Also mod. CP for extension of completion date.

WNXT Portsmouth, Ohio—Mod. CP new AM station for extension of completion date.

KSBR (FM) San Bruno, Calif.—Mod. CP new FM station for extension of completion date.

Name Change

Silver City, N. C.—CP for new AM station on 1570 kc 1 kw D AMENDED

(Continued on page 96)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

New 5 kw (1 kw night) going on the air in southeast this fall. Invite inquiries about or applications for all staff positions, except that of chief engineer. All replies held in strict confidence until and unless you say otherwise. Box 510K, BROADCASTING.

Managerial

General manager having now active or with references previous experience as general manager in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 558H, BROADCASTING.

Manager - salesman to assume full charge midwest station. Finest and most modern equipment. Excellent opportunity to qualified person. Box 400K, BROADCASTING.

Beautiful station in progressive southcoastal community has excellent potential but has not yet made money for two reasons: (1) insufficient starting capital, (2) present manager has not had sufficient experience. (I know, I'm owner-manager.) What I need are no "has beens" or "would be's" but a good all-round manager who knows every phase of this business. Who can cut and hold down expenses and boost sales to where they should be. I can't offer a terrific starting salary but I can offer salary plus commission based on net earnings. I can also offer full authority, full responsibility, headaches, hopes and if you finally make this deal pay off, a chance for part ownership in a good business in a wonderful town. Any takers? Box 578K, BROADCASTING.

Salesman

Salesman-announcer, Maryland network affiliate. Personable experienced man to assume sales responsibilities. Excellent opportunity, must have ability to extend success of established station to a new community. Start immediately. Write all information, references, first letter. Reply Box 354J, BROADCASTING.

Head salesman wanted. Pennsylvania area, 15% commission, $75.00 per week draw. Reply Box 441K, BROADCASTING.

Good deal for man experienced sports and sales. Upper midwest. Box 511K, BROADCASTING.

Hard-hitting, experienced radio salesman for Salt Lake City network station. This growing market and outstanding station offers good opportunity for a man who likes to work hard, who thrives on competition and who knows radio. This job requires man to sell radio only, no TV. All replies confidential. Send full information, including recent photo, to Box 542K, BROADCASTING.

5 kw Mutual midwest station in market of over 100,000 has opening for experienced salesman to handle national and regional accounts. Adequate draw against commission. Box 545K, BROADCASTING.

Advertising experience preferred, but not necessary. Excellent living conditions. Salary, plus over-ride. KTIP, Porterville, Calif.

Progressive independent station needs experienced salesman with ideas immediately. Air time optional. Full details first letter. KWBM, Williston, North Dakota.

Leading station in southern major market has opening for sales executive. Send full details first letter to WAIR, Winston Salem, N. C.

Experienced salesman for sales manager position with Iowa station in a friendly community. Guaranteed salary plus commission. Send qualifications and photo. Also need salesman for local network station in Connecticut city. Fred A. Palmer, Worthington, Ohio.

Help Wanted (Cont'd)

The Norfolk area is the 26th market in the United States, has fine beaches and is a pleasant place to live. WNOR, an outstanding 24 hour a day independent station, has a tremendous listening audience and a large number of sponsors. We have an opening for an experienced, aggressive radio salesman who should earn $7,000 to $10,000 yearly. You will be paid a good drawing account against 15% commission and get a number of accounts to start. No floaters or high pressure salesmen wanted. A good steady reliable family man preferred. Send complete details and a recent snapshot to Earl Harper, WNOR, Norfolk, Virginia. Will be available for personal interviews at Plymouth Hotel, New York, beginning August 13th.

Announcers

Experienced announcer, midwest 500 watter. Give full details, experience and salary required. Box 401K, BROADCASTING.

Football announcer plus staff duties. Tell all. Box 406K, BROADCASTING.

Announcer-engineer. Western Pennsylvania station. Minimum guarantee $80.00 week. Excellent working conditions. Must be good staff announcer. Box 455K, BROADCASTING.

Experienced announcer-salesman wanted by Minnesota station. Must be good on DJ shows. Must like to sell. Good salary. Write to Box 477K, BROADCASTING.

Wanted. Two announcers for northern Michigan station. At least one year experience. Send letter, disc and starting salary requirement. Box 503K, BROADCASTING.

Sportscaster-announcer. Must be tops play-by-play and competent special events, general staff. Above average earnings right man. Midwest. Write all Box 512K, BROADCASTING.

September opening Texas station announcer with deep voice, experienced board work. Good starting salary, raises dependent upon individual. Full details first letter include salary expected and send disc or tape to Box 515K, BROADCASTING.

Announcer with ticket, 250 watter, near N. Y. Box 524K, BROADCASTING.

Opening night man who can handle football also. Send resume. Texas. Box 405K, BROADCASTING.

Metropolitan western Penna. Two combination men, afternoon DJ and newsman. Experience and license necessary for above average salary. Box 546K, BROADCASTING.

Announcer-engineer network Minnesota station. Good salary, working conditions excellent. Box 548K, BROADCASTING.

Eastern New York station expanding staff, needs disc jockey-news reporter. Must be versatile. Box 560K, BROADCASTING.

Fulltime regional station needs morning announcer. Must be able to run good morning program including newscasts. Several years experience required. Send disc including news and segment of record program, along with references and educational history. Box 562K, BROADCASTING.

Announcer with ticket and/or straight announcer capable of handling early morning trick Michigan network station. Pay good, details sent to you immediately. Two stations of Michigan three station group. Box 577K, BROADCASTING.

Help Wanted (Cont'd)

Announcers desired. Background necessary. Experience desired, but not necessary. Want young man willing to sacrifice high salary for complete experience. Must have potential for sports, news and music announcing. No floater. Box 586K, BROADCASTING.

We don't want announcers with pear-shaped tones and bad inflection. We want two air-salesmen with personality and naturalness who understand their job. Excellent positions with a good company. Restricted to good men now working. Send detailed personal history as part of your audition. Box 603K, BROADCASTING.

Sportscaster-staff announcers. Experienced play-by-play football and basketball; talent for play-by-play sports; 40 hour week, $50.00. Phone East Liverpool 1490, collect.

Opening for announcer-engineer. Starting salary $60.00, maximum, 35 hours. Contact Don Howard, KDLK, Del Rio, Texas.

Announcer-engineer, would consider man without experience. KEVA, Shamrock, Texas.

Immediate opening for staff announcer with emphasis newscasting. Right man can start tomorrow. Personal interview necessary. Lee Gordon, KSWI-KFMX, Council Bluffs, Iowa.

Immediate opening for good, experienced, enthusiastic announcer who enjoys doing a positive selling job on commercials. Control board experience desired, 40 hour week, $200.00 per month. Send full details by letter accompanied by audition disc KSWM, Joplin, Mo.

Immediate opening established Mutual affiliate, combination announcer and engineer, first phone, car helpful. Good top pay, permanent position, 40 hour week. Experience preferred. Contact Dave Button, KSVP, Artesia, N. Mexico.

Network station wants combination announcer-engineer. Emphasis on announcing. Must hold first class ticket. Wire or air mail complete details of experience and minimum acceptable starting salary. Advancement definitely promised for right man. Ted Nelson, KVER, Albuquerque, New Mexico.

Wanted, combination announcer-engineer. Must be experienced and average or better on announcing. Mutual station in small town. Living expenses low. Housing available. Pay depends on hours and ability. Send full information along with audition disc to L. M. Neale, General Manager, WALD, Walterboro, S. C.

Combination announcer-engineer. Emphasis announcing, night shift, progressive network affiliate. Attractive salary. Send disc and qualifications, WFLB, Fayetteville, N. C.

Wanted, announcer with first class ticket. Write WHBS, Huntsville, Alabama.

Engineer - announcer for splendidly equipped small town station near Atlanta. Want good engineer—willing to teach announcing. Permanent position. Reasonable living conditions. WMOC, Covington, Georgia.

Announcer-engineer, first phone, send disc, resume. WNNT, Warsaw, Virginia.

WPAZ, Pottstown, Penna., needs morning man-salesman. Salary plus percentage.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Help Wanted (Cont'd)

Technical

Wanted—Engineer without experience with first class license. Good future. Excellent opportunity for radio repair work in spare time with additional income. Box 559K, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Combo: First class engineer-announcer for combination job at KCOW, Alliance, Nebraska. Salary depends on experience. Send audition.

Needed immediately, a man with first class phone ticket to handle combo job. Excellent earnings. Permanent position. Car needed. Write, wire or phone WCDL, Carbondale, Penna.

First class operator wanted immediately. Experience not necessary but car essential. Good pay and working conditions. Phone collect WDKD, Kingstree, S. C.

Southeastern network station wants experienced first class operator with car capable of maintenance and recording as well as transmitter watch. Computation not swollen by long hours. 40 hour week with time-and-a-half for occasional overtime. Permanent job replacing man gone to TV after five years our staff. Write, wire or phone Bill Atkinson, WGBA, Columbus, Georgia.

Combination engineer - announcer for 36 hour week, air conditioned studios, high salary, free transportation, network station. WGYV, Greenville, Alabama.

Immediate opening for first class ticket at FM station. Experience not necessary, but car required. WHDL-FM, Olean, New York.

Engineer AM and FM NBC affiliate, $1.40 per hour time and one-half over 40 hours. Graduated sick leave pay up to six months at full pay plus six months at half pay after five years service. See story in September 19[illegible] RCA Broadcast News. Thomas Phillips, WKPT, Kingsport, Tennessee.

Immediate opening for transmitter engineer, 1 kw ABC. Car necessary. Contact Harold White, WKTY, La Crosse, Wisconsin.

Wanted: First phone engineer, 1 kw ABC, under construction. Good T prospects. $57.50, 44 hours. Reply, Chief Engineer, WORD, Spartanburg, S. C.

First class engineer, no experience required, WRAG, Carrollton, Ala.

Production-Programming, Other

Experienced copywriter, to produce original, results-getting copy. Give full details, samples and salary required. Box 402K, Broadcasting.

Executive asst. with solid background of programming, production, news and promotion, to supervise such departments in a highly rated regional network station. Must have successful previous record in these fields and be able to build high ratings in a competitive market. State previous experience, salary expected and all other pertinent details. Confidential. Box 412K, BROADCASTING.

Wanted: Newsman, news reporter, newscaster, farm news, some sports also desirable. List all qualifications; send disc, photo and salary requirements. Box 582K, BROADCASTING.

Copywriter-announcer for Florida daytime LBS affiliate. Southerner preferred. Box 608K, BROADCASTING.

News director, able to take full charge of a live wire news room in a leading 5000 watt, north-central network affiliate. Must be a topflight newscaster, thoroughly experienced in local reporting, editing wire copy and be able to direct other news personnel. Reply in confidence, giving detailed previous experience, salaries, when available and attach small photograph. Box 413K, BROADCASTING.

Help Wanted (Cont'd)

WPAZ, Pottstown, Penna., new kw daytimer, needs experienced, male copywriter-announcer. Very limited announcing duties.

Situations Wanted

Managerial

Sales manager, 7 years experience, first class phone, consider managerial post. Road representation for transcription service or radio equipment company. Single, 28 years old. Box 552K, BROADCASTING.

Experienced executive, former NAB official, twenty years operating, administrative and legal background, past nine years in Washington, available for capital connection or assignment, limited travel. Own Chevy Chase home; extensive civic, club and government affiliations. Present connection, $25,000 per year, now requires too long absence from home. Will consider less. Can make change on thirty to sixty days notice. Write Box 556K, BROADCASTING.

Civic minded manager-PD, 5 years, hard worker, available soon. Good voice, play-by-play. Guarantee results in sales, programming, office efficiency, public relations, or money back. Results will guide salary. Box 565K, BROADCASTING.

Manager, thoroughly seasoned. Will produce more profit. Ohio or surrounding. Minimum salary $8,000 plus bonus. Box 581K, BROADCASTING.

Program manager, thoroughly experienced in radio and TV, proven record of building ratings in competitive market. Can create, write and produce programs. Sales ability. No job too tough. Box 590K, BROADCASTING.

Manager-sales manager, 20 years newspaper-radio management, sales, programming, continuity experience. Mature, responsible, aggressive. Community minded, excellent record. Family man, college graduate. Desire change excellent personal reasons. Now employed sales manager, KOEL, 500 watt Liberty affiliate, Oelwein, Iowa. Go anywhere, available interview. Salary-commission basis. Experience opening three stations. Gene Callahan, 37 Second Avenue, S. E., Oelwein, Iowa. Phone 844LJ.

Salesman

Combination man wants to get off board so he can sell. Experienced announcer with first phone license. Box 550K, BROADCASTING.

Announcers

Three years experience. Announcer, newscaster, disc jockey. Professional schooling, Hollywood. Wisconsin area preferred. Box 312K, BROADCASTING.

Announcer-PD would like position with progressive station that likes new ideas. Have five years sound experience in every echelon of broadcasting, with emphasis on special events, audience participation and a successful children's show of own creation. Mature voice, 33, married, two children. Interested in permanency. Box 363K, BROADCASTING.

Sportscaster, network references, 6 years experience doing play-by-play of college and professional football, basketball, boxing and baseball. Married and draft exempt. Box 431K, BROADCASTING.

Announcer, native of Iowa. Married, veteran, employed. Nine years in eastern radio. Desires permanent position in "God's County," ——— Iowa. Box 467K, BROADCASTING.

Announcer, available immediately. Strong on DJ, news, commercials, some console. Will travel. Young, sober, veteran. Box 479K, BROADCASTING.

I wanna go south. Announcer-DJ. Thoroughly experienced. Strong commercials, newscasting. Can operate board. Box 482K, BROADCASTING.

Experienced announcer, all-round staff man. College. Vet. Exempt. Permanent. Family man. Available September First. Box 494K, BROADCASTING.

Experienced topnotch combo, 1st phone. Married, vet, age 31, prefer west. $95.00 weekly. Excellent references. Available 2 weeks after making deal. Box 495K, BROADCASTING.

Experienced major market sportscaster with excellent character and ability references desires station heavy on sports. Box 501K, BROADCASTING.

Situations Wanted (Cont'd)

Qualified, conscientious announcer, superior voice and commercial style, thoroughly experienced all phases programming and production, desires permanent affiliation established station. BOX 517K, BROADCASTING.

New blood. Young man, draft exempt, three years college radio experience including announce, DJ, sportscast, newsroom. Desires permanent position with future in small indie station. Anywhere. Particulars on request. Offers? Box 518K, BROADCASTING.

Eight years experience in announcing and production. Background includes music, news and special events. Intelligent commercial rendition and ad libbing. Married, college degree, twenty-six years old, draft deferred. Interested in employment in radio/television market. If you offer permanent employment with progressive organization, I'll travel for audition and interview. Box 538K, BROADCASTING.

Announcer, deejay, copywriter, sports, news, console. Married, veteran. Four years experience, all phases. Box 539K, BROADCASTING.

Canadian network announcer-producer. Married with three children. Moving south about October 1st. Four years experience with CBC, three years in private radio. Now doing network news, special events, musical shows. Professional music background. Prefer to locate in ambitious station in southwest. Will arrange personal interview, should you be interested. Write Box 541K, BROADCASTING.

Announcer, single, two (2) years experience handling all types of programs. Good DJ, news. Loyal, sincere. Box 547K, BROADCASTING.

Newsman - announcer, married, draft exempt. Over two years in radio news. Want work with a bigger news department. Currently employed at 1000 watt eastern independent. Money not primary concern. Box 549K, BROADCASTING.

Play-by-play football, basketball, baseball. Five years experience. Never without sponsor, seek sports station. Assist in programming, production, announcing. Box 551K, BROADCASTING.

Good, experienced, staff announcer and disc jockey wants permanent employment with eastern station. Capable of building own show and personality. Family, 27, best references. Box 553K, BROADCASTING.

Can you use experienced, versatile announcer-writer with staff, news and sports, plus commercial, continuity and newspaper experience? Good background, neat, presentable, pleasant effective voice. Single, 4-A, will travel. Presently employed, require 2-week notice. Will consider any position, give preference to news-staff offer. $60.00 minimum. Box 554K, BROADCASTING.

Announcer-engineer, 1st phone. Area east of the Mississippi, north of Maryland preferred. Four and one half years experience. Married and draft exempt. Position must be permanent. Box 555K, BROADCASTING.

Staff announcer. 6 years experience. Strong on news. 32. Family. Now at 50 kw operation in midwest. Box 557K, BROADCASTING.

Employed announcer desires change. Background covers all phases of broadcasting, heavy on news, TV experience. "Only progressive metropolitan programmed stations considered." All replies answered. Box 558K, BROADCASTING.

Whoa . . . young college grad desires opportunity to train as announcer and learn radio bottom up. Disc/tape and photo. Box 564K, BROADCASTING.

Combination announcer-engineer. Definitely top-level. Excellent voice. Seventeen years experience in positions as chief engineer, chief announcer, program director, newscaster-editor, consultant. Former station owner. Advise salary. Box 566K, BROADCASTING.

Experienced sportscaster, available on two weeks notice to station now employed. Desiring position to do football, basketball, baseball. Three years experience. Married vet with university degree. Will send audition tape on request. Please include terms. Box 567K, BROADCASTING.

Situations Wanted (Cont'd)

Good sports man available. Baseball, football, basketball, boxing experience. Married. Veteran. College. Age 31. Box 568K, BROADCASTING.

Hillbilly DJ, know, like hillbillies. Seven years with own top western unit. Want right permanent spot. Please no "stuffed shirt" station replies. Also news, commercials. Details, transcription request. Available around first of September. Box 571K, BROADCASTING.

DJ entertainer and all-round staff. Desire progressive station east or midwest, 26, single, draft exempt. Prefer early morning or very late nite show. Good work for good deal. Box 572K, BROADCASTING.

Sports announcer, 52 months extensive play-by-play experience, handling more than 1000 events, including Big Ten and pro basketball, prep football, Three-I league baseball, Golden Gloves and pro boxing. Married, 28, draft exempt, seeking better market. If you do year-round play-by-play, give a listen to one sincerely wrapped up in his work. Employed. Box 576K, BROADCASTING.

Combo man, first phone, limited experience, desires position with future. Married, draft exempt, own automobile. Box 580K, BROADCASTING.

Young man recently graduated from an accredited midwest radio announcing school desires opening in announcing, staff or otherwise, in a northeast U. S. station. Box 583K, BROADCASTING.

Announcer, strong on news, rewrite, sports. Good commercial sell. Deep, resonant voice. Thorough knowledge radio, single, college grad, veteran. Box 588K, BROADCASTING.

Conscientious, draft exempt family man wants to locate northeast permanently. Announcer, writer, news, console play-by-play. One year all-round experience in net affiliate. Degree in radio, television. Box 591K, BROADCASTING.

News, sports, DJ (classical, popular) commercials, also specialize in any field, control board operation, B.A. Degree English, veteran, small community desired. Box 595K, BROADCASTING.

Experienced announcer - copywriter, acting. Work board. Sober, neat. Sixty dollar minimum. Only conscientious progressive station managers need answer. Box 596K, BROADCASTING.

Seeking job as announcer—negro. Trained Radio City, college background. Strong on DJ, commercials, news. Clean cut; pleasing voice, can write commercial copy. Disc available. Box 598K, BROADCASTING.

Triple threat man! DJ, announcer, singer, currently: N. Y. C. Draft exempt, known nationally on records-transcriptions. Prefer station within 500 miles N. Y. C. Don't be timid, write! Box 600K, BROADCASTING.

Experienced morning man familiar with all phases of broadcasting and trained in TV wants permanent job with progressive station. Pleasant voice, married, wants to settle. Box 602K, BROADCASTING.

Announcer. Five years all phases. Now PD. $80. Box 604K, BROADCASTING.

Announcer. Three year man all phases. $75. Married, draft exempt. Box 605K, BROADCASTING.

I can sell! Experienced, exempt, married. Commercial forte, news, DJ. Now employed eastern 5 kw. Prefer western Penna. vicinity. Reply Box 607K, BROADCASTING.

Newswriter, 50 kw midwest, desires return to sports play-by-play. Broadcast Northwestern U 1950 football games. Also have handled basketball, baseball, track. Journalism Masters, Northwestern. Full details and references. Box 609K, BROADCASTING.

Technical

Chief engineer: Years of experience including new constructions. Now employed. Box 416K, BROADCASTING.

Combo chief engineer-announcer, 2½ years experience desires change. Married, family, veteran, 30 years of age, have car. Will consider straight combo job. Complete offer first letter please. Will go anywhere. Write Box 437K, BROADCASTING.

Situations Wanted (Cont'd)

First class licensed engineer looking for combo position or transmitter engineer position. Recent graduate. Ambitious and willing to learn. Box 537K, BROADCASTING.

Engineer going to school? Perhaps I'm your replacement. 4½ years AM transmitters thru 5 kilowatts directional, studios, remotes, recording, maintenance. Southeast, preferably mountains. $75 minimum. Box 543K, BROADCASTING.

Combination engineer - announcer desires part-time doing either or both in Washington, D. C. area. Box 570K, BROADCASTING.

Engineer, first class phone ticket, desires experience, also has TV camera training. Box 593K, BROADCASTING.

1st phone operator. Single. Will travel. Some experience in broadcasting. Ambitious. Box 594K, BROADCASTING.

Experienced combination engineer-announcer who is willing to work, desires permanent position with station willing to pay. Prefer North Carolina. Will wait for good job. Box 559K, BROADCASTING.

Chief engineer, 3 years experience all phases broadcasting including construction from ground up. Advanced TV training. Permanent, no combo. Married, 26, draft exempt, location immaterial. References. State salary. Apt. 13, 2267 Newport Blvd., Costa Mesa, Calif.

AM - FM experienced. Construction, maintenance. Young, married, car, sober, ham, IRE. No announcing. Immediately available. Eddie Howell, Dillon, S. C.

Production-Programming, Others

Copywriter, presently employed, 4½ years experience writing "punchy," "selling" commercial copy, also music, quiz shows, some fashion commentary. Graduate leading eastern women's college. Go anywhere. Will consider agency, but prefer women's commentary or copywriting. West or southwest radio station! Box 507K, BROADCASTING.

Program director-announcer, 33, married, children. 10 years all phases. Box 561K, BROADCASTING.

News editor, aiming for Florida, four years with top network affiliate, family, vet. Box 563K, BROADCASTING.

Writer! (This ad cost me $11.50, let's don't let it go to waste!) Am available for agencies, networks, large stations! Am now continuity director of 5 kw midwest radio station in large metropolitan area. Degree in advertising and journalism. Over 3 years radio continuity, publicity and promotion experience. Commercial copy, special scripts, etc. Specialty: "singing jingles." Compose music, words and play piano and "sing" sometimes. In effect, promotion director, also. News releases, promotional brochures, take photos, write column, etc. Desire position with radio-TV department in advertising agency or with a large TV or radio network or station as writer-producer and/or publicity and promotion man. Single, 27, veteran. Starting salary, $5000-$7000. Box 574K, BROADCASTING.

Experienced program director, single, draft exempt veteran, wishes connection with progressive station. Background of 6 years includes announcing, selling, PD, and publicity, promotion. References. Box 575K, BROADCASTING.

College graduate, male, 22, single, draft exempt, looking for experience in copywriting. Will go anywhere. Box 579K, BROADCASTING.

Experienced male copywriter with good background, sound salable copy, ambitious, desire aggressive organization. Box 599K, BROADCASTING.

Responsible, fully trained S. R. T. Radio, T. U. graduate, sales experience, capable of any job in radio or TV, desires first break in either medium. Ambitious, reliable, 24, vet, good appearance, car, will travel. Highest references. Box 601K, BROADCASTING.

Girl, experienced all phases women's, children's programming and continuity. College background. Seeking position with progressive radio and/or TV station. New York-New Jersey area. Box 606K, BROADCASTING.

(Continued on next page)

Situations Wanted (Cont'd)

Television

Salesmen

Experienced account man seeks new affiliation with future. Consider TV station, national rep, agency or film distr. Now top producer with southwest. television station after 1 year. Prior experience includes 2 years with national representative Chicago office. Excellent record. Excellent references. Statistics: Age 30, single, college. Details follow your inquiry or will appear personal interview. Wire or write Box 592K, BROADCASTING • *TELECASTING.*

Announcers

Ten years experience as announcer, news man. Program director 5000 watt net affiliate would like to be with TV station. 30, draft exempt. No rush but would like to serve operation with a future for us both. Photographs and tape sent on request. Box 584K, BROADCASTING • *TELECASTING.*

Production-Programming, Others

TV writer-producer, experience in research, writing, narrating, producing of historical, educational and original material; public relations; personnel. College graduate. Box 540K, BROADCASTING • *TELECASTING.*

Experienced TV director-producer. 1000 program hours (3 years) of live studio shows; variety, women's, sports, science, children's education, including network origination. Currently employed large eastern metropolitan station. Top references: veteran; family man. Box 438K, BROADCASTING • *TELECASTING.*

For Sale

Stations

Established (1000 watt) daytime station in rapidly developing area in central Massachusetts. Owner has other interests which demand his attention. Priced right to sell. Box 483K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Raytheon RA-250 transmitter, like new condition. 2 sets tubes, 2 crystals—holders 1400 kc. Crated. $2,000.00 cash. Box 526K, BROADCASTING.

For sale, complete broadcasting equipment for **FM** radio station, all bought new 3 years ago, includes 3 kw W. E. transmitter, 54A 8 bay W. E. cloverleaf antenna. 25B W. E. console, 2 Fairchild turntables, 225 ft. self-supporting Blaw-Knox tower, G. E. type BM-1-A FM station monitor, plus many auxiliary items all in excellent condition, contact Box 544K, BROADCASTING.

For Sale: G. E. BC-1-A console, 3 FS-1-A speakers with base, 4-FA-20A on air light relay panels, 1-FA-8-A rack, 2-RCA 70-C-2 turntables, BM-1-A FM monitor, RCA ET-4250-250W-AM transmitter, 1-DuMont 274 scope with spare 5" C. R. tube misc. on air lites and relays. Any part or all. Best offer Ch. Eng. WFTL, Ft. Lauderdale, Fla.

For Sale (Cont'd)

Three Crouse Hinds lighting kits (CAA-A3, cable fittings, no cable). Include 300 MM code beacon, with 2 red color filters, two sets double obstruction lights with 2 red fresnel globes, assembled. Equipment used 2 years. $300.00 per kit. One 3 pole flasher, water-tight housing, $30.00. 4 lighting chokes, $45.00 each. 150', type 101 Wincharger tower, cheap. 600 feet, 7/8 inch coax, 25¢ per foot; 600 feet, 3/8 inch coax, 50¢ foot. Radio Station WISE, Asheville, N. C., Telephone 3-5381.

Radio craftsmen RC-10 AM-FM tuners, RC-101 and 200 TV, RC-2 amplifiers, 15% off regular dealer net. All new factory stock with warranty. FOB, Williamsport. Terms—25% cash with order, balance COD. Also bargains in Jim Lansing, Stephens, Electro-Voice, Jensen speaker systems. 20% off usual net. Write for list or phone Alvo Recording Co., 51 W. Third, Williamsport, Pa.

Completely equipped power rack. Console. 2 dual speed cabinet turntables. Three baffled speakers Presto Y recorder complete. 3 "Cardyne" mikes. Boom stand. 1 6 ft. 6 in. Kimball Grand —cost $1600. Tables and desk, chrome chairs. $2000 for lot. Broadcast Productions, 25 E. Jackson Blvd., Chicago, Illinois.

For sale—Broadcasting stations. Leonard J. Schrader, 509½ E. Green St., Champaign, Ill. Phone 9094 collect.

Wanted to Buy

Equipment etc.

Complete equipment for eastern 1230 kc 250 watter, including transmitter, tower, tuning unit, monitors, speech input. Box 587K, BROADCASTING.

Wanted, equipment for a 10 kilowatt broadcasting station A. M. transmitter, any popular manufacture, all equipment necessary. P. O. Box 321, Memphis, Tenn.

Wanted: Reasonably priced RCA TMV-129B crystal for 1240 kc/s. Radio Station KICA, Clovis, New Mexico.

All or part A-3 lighting two towers, flasher motors, chokes. WINZ, Opa Locka, Florida.

For Sale

Equipment, Etc.

For Sale
Collins Multi Channel Studio Console, 2 bay racks, tuner, oscillator, complete 2 studio control rooms used two years.
Martin Karig, 13 Warren Street, Glens Falls, N. Y.

For Sale (Cont'd)

Stations

only station

250 watt daytimer in excellent southwestern small community, serving an area of 100,000 population. Ambitious owner-manager can pay this property out in three to four years. Sales above $50,000 now, larger potential. Not a distress property, as it has always made money. $50,000 price includes $10,000 quick assets, half down. Please state your cash position. Box 573K, BROADCASTING.

FOR SALE

FLORIDA STATION

$65,000

Excellent market, rapidly expanding. Good equipment.

An outstanding buy.

For details write
BOX 610K, BROADCASTING

Situations Wanted

Television

Production-Programming, Others

AVAILABLE!

TV EXECUTIVE!
CURRENTLY (and for the past year) PRODUCING TOP NETWORK VIDEO SHOW FROM N. Y.

Thoroughly experienced in all phases of programming, personnel, budget, writing, directing, producing and creating ideas.
10 years experience as program director of important regional radio stations and staff producer for major radio network.

I WANT

Executive post with station where my experience, ingenuity, ability to hypo ratings, creative talents and commercial knowhow can spark your present operation and build solidly for the future.
Family man, draft exempt. Excellent references.

BOX 589K
BROADCASTING • *TELECASTING*

Wanted To Buy

Stations

WANTED ... your headache!

I want a "dog" . . . preferably a 250 or 1000 watter, day or fulltime, independent or network. MUST be in a competitive market and MUST be losing money! Will buy all, part . . . or I'll build it up . . . FAST . . . for a working share. Contact:

GEORGE R. TURPIN P. O. Box [illegible] Ft. Worth, Texas

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

RADIO PERSONNEL

Wanted: topflight announcers Morning DJ personality, engineers combination engineer-announcer salesmen, copywriters boys or girls. Top stations. Top pay.

BERT ARNOLD
Keene Road,
Clearwater, Florida

I am placing better men with better stations everywhere every day.

CATHEDRAL FILMS

Releasing Backlog for TV

ENTIRE backlog of movies of Cathedral Films, Los Angeles, one of the oldest and largest producers of religious films, will be made available to television, according to an announcement by Rev. James K. Friedrich, president. Films are valued at approximately $1.2 million.

At the same time the firm announced it would go into the production of films designed especially for television. In the immediately available group are 40 films, including the series of 12 *Life of St. Paul* half-hour programs; series of films based on Biblical stories in period costume, and another based on modern problems solved by application of religion.

Cathedral is planning production of its first TV films, a half-hour series entitled *Holy Night.* Films will be distributed by Cathedral Releasing Corp.

Outstanding Opportunities

$25,000.00 down payment

balance financed on reasonable terms

MIDWEST

An excellent facility located in one of the midwest's under-stationed markets — a city of more than 70,000 — retail sales over ninety million and only two stations. One or two good operators can make $25,000.00 a year here and greatly increase the value of the property.

CAROLINAS

This is one of the most substantial facilities of its size. A steady earner with profits increasing, this station is in the investment class. Valuable land and a fine building included plus several thousand dollars in cash and accounts receivable.

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

RADIO and TELEVISION

TIME BUYER

Unusual opportunity for top flight radio and television time buyer for leading mail order advertising agency presently scoring the most outstanding success in the business. Must have contacts with radio and television stations, radio and television representatives and have the ability to make rapid-fire decisions, purchases and cancellations. Must be able to work under pressure when necessary and handle a heavy amount of station activity. Pleasant working conditions outside of New York City with all of the assistance necessary to do an outstanding job. High salary in keeping with present earnings and ability. Write in confidence to Box 597K, BROADCASTING.

allied arts

Betsy and Jonny King, whose combined age totals 18, are fast becoming radio veterans.

★ ★ ★

JR. RADIOMAN

Jonny, 8, Joins Betsy, 10

WCOP Boston's newest sports commentator also probably is radio's youngest. He's eight-year-old Jonny King who is giving the area's baseball fans an earful with his predictions and tart comments.

Jonny is the brother of Betsy King, now all of 10, who was the nation's youngest disc jockey when she originated her *Let's Have Fun* program three years ago on WCOP. Both are children of Gene King, WCOP program director.

A few weeks ago, Betsy invited Jonny to appear on her show, aired 9-10 a.m. Sunday. The response to Jonny's "Junior Sportscast" has boosted his appearance into a regular feature spot on the program.

NABET AT KGO

Extends to Creative Employes

EXTENDING its sphere to include creative end of radio and television, NABET (National Assn. of Broadcast Engineers and Technicians (CIO), last week reached contract agreements covering four writer-producers at KGO San Francisco, 11 production assistants and scenic and graphic artists at KGO-TV; and was unanimously voted in as bargaining representative by four producers at KNBC San Francisco.

Retroactive to May 15 the KGO-AM contract calls for basic weekly salary of $120, replacing former $85-$95 weekly wage. The television contract is retroactive to June 1 and gives scenic and graphic artists a 50% boost, bringing $250 monthly salaries to $375; production assistants go from $250 to $335 monthly. Both contracts are based on an eight-hour day, five-day week. Standard NABET conditions for engineers covering sick leave, vacations etc. will apply. NABET currently represents engineers at both KGO AM-TV.

The union currently is negotiating with KSMO (FM) San Mateo, Calif. for contracts covering four announcer-engineers.

MAX LEON, owner of WDAS Philadelphia, will begin conduct series of recording dates for Capital Records.

EDWARD D. ROBISON, nationally known sales and marketing counsellor, to John Sutherland Productions Inc., L. A., servicing clients in sound films, television film commercials and motion pictures in 11 western states.

EZRA R. BAKER Jr. named director of sales promotion International Movie Producers Service, N. Y.

JOHN GREY, writing staff ABC-TV Hollywood, to scenario department Jerry Fairbanks Productions, Hollywood.

LEE SAVIN, producer Horace Heidt Co., N. Y., to Ralph Branton & Assoc., L. A., to produce *Raffles* TV series.

DAVID R. GOLDBERRY, reporter *Athens Messenger,* Athens, Ohio, to public relations staff Seiberling Rubber Co., Akron.

JOHN T. QUISENBERRY, general counsel Chesapeake & Potomac Telephone Co., Washington, named general attorney of AT & T, succeeding **T. BROOKE PRICE,** who became AT & T vice president and general counsel on July 1.

WILLIAM GOODHEART Jr., executive vice president and general manager newly merged Official Films Inc.-Jerry Fairbanks Productions, and **JERRY FAIRBANKS,** producer, elected to board of directors of combined organization.

JACK McCLAIN to Snader Telescriptions Corp., as sales service representative in Atlanta.

BERNARD BRODY, art director and production manager, Makelim Assoc., advertising agency, to Snader Telescriptions Corp., Beverly Hills, Calif., on production staff.

CHESHIRE & ASSOCIATES, Hollywood, appointed distributor of *Marvin Miller, Story Teller,* transcribed series of 260 completed 5-minute programs based on authentic but little known stories of great men. **LARRY YOUNG** is researcher-writer of the series.

ELEANOR PARKER and **FRED MacMURRAY,** motion picture actors, have each recorded 15 minute interview plus series of radio spots for use as exploitation for forthcoming **BERT FRIEDLOB** production, *Millionaire for Christy* in which they are co-starred. Film will be released through 20th-Century-Fox.

STERLING TELEVISION Inc., N. Y., to handle TV distribution for Telenews Productions' short-subject films, including more than 50 already completed, plus future Telenews shorts.

Equipment . . .

GEORGE HAKIM, cooperative advertising manager of receiver sales division, Allen B. DuMont Labs, Clifton, N. J., appointed advertising manager of division.

F. A. (Doc) DAUGHERTY, owner of a sales representative firm, Bedford, Ohio, named sales representative for cathod-ray division, Allen B. DuMont Labs., N. Y.

RAYMOND K. BURNET, sales staff Sue, Young & Smith, (wholesale appliance distributor), L. A., named Cleveland district sales manager for radio and television division Sylvania Electric Products, N. Y.

D. W. (Winnie) MAY named regional manager in New York City and Northern New Jersey for Hoffman Radio Corp., L. A.

MERIT TRANFORMER Corp., Chicago announces production of "air core" horizontal output transformer, HVO-8, designed for use in direct drive systems. Used with company MDF-30 "cosine" yoke, HVO-8 provides wide replacement coverage. Complete technical data supplied with each unit.

CONCORD RADIO Corp., Chicago, releasing publication *Concert Hall Realism with High Fidelity.* Forty-eight page booklet gives information about high fidelity, covering development and growth of system.

W. W. HAMILTON appointed head of new two-way radio communication division Avia Products Co., L. A. He was vice president Vetric Inc.

WALTER H. STELLER and **GEORGE R. MacDONALD,** vice president and director Motorola Co., Chicago, retiring. Mr. Steller joined the company in 1937, and Mr. MacDonald in 1934.

RCA tube department releasing revised and amplified version of *Television Components* book, to parts dealers and technicians. Book, compiled for quick reference, gives data on each component listed.

EMERSON RADIO & PHONOGRAPH Corp. announces organization of subsidiary company to distribute Emerson Radio & Phonograph products in Chicago and northern Illinois. New firm, Emerson-Midwest Corp., headed by **CHARLES ROBBINS,** vice president in charge of sales of parent company, and has offices and showrooms at 512 S. Michigan Ave., Chicago, and warehouse and shipping and service depts. at E. 8th and Wabash, Chicago.

DR. IVAN GETTING, chief scientist of U. S. Air Force for past year, elected vice president, engineering and research, Raytheon Mfg. Co., Waltham, Mass.

Technical . . .

JAMES KNAPP, engineering department WOLF Syracuse, named staff projectionist WHEN (TV) Syracuse, replacing **IRVING WELSTED,** now with Bendix Corp.

FRED ALBIN, recording engineer KECA-TV Hollywood, named Hollywood chairman for 70th Convention of Society of Motion Picture and Television Engineers.

TOM O'DONNELL, technical department KXOK-FM St. Louis, father of boy, Danny Clark, Aug. 1.

KENNETH S. LITTRELL Jr., engineer WTVJ (TV) Miami, and Martha Ann Bell announce their marriage.

UNDERWOOD GRAHAM, FCC engineer specializing on North American Regional Broadcasting Agreement matters, resigns to join Central Intelligence Agency.

PAUL DAVIS, new to radio, to WFML (FM) Washington, Ind., as engineer, replacing **FRED KUHLMANN,** resigned.

TELETEACHING

Syracuse U. Experiments

SYRACUSE U. is experimenting by teaching a regularly scheduled summer term course by television. When the course ends this month, students will take a battery of tests by which educators hope to derive some decisive answers as to which is more effective—classroom teaching or instruction by television.

A freshman course in responsible citizenship was chosen as the test-case. Half the students are assigned to a classroom where they are instructed for 1½ hours daily in a regular academic manner. The remainder of the students take lecture notes via video.

VIDICAM EXPANDS

Adds Three to Sales Staff

EXPANSION of the sales staff of Vidicam Pictures Corp., New York, TV motion picture producer, was announced last week by Edward Carroll, vice president and general manager.

Sales staff additions are Joseph Barnett and William H. Groody, formerly of Jerry Fairbanks Inc., and Bruce Trabue, who has been with the sales staffs of Town Equipment Co. and Curtiss-Wright. Mr. Carroll also announced Harry Doolittle, recently with the TV department of Grant Adv., Chicago, has been named sales promotion director of Vidicam.

WANTED!

murder scripts

Wanted—scripts adaptable for radio and/or TV.

For more information on story requirements, payment rates, etc., write to—

W. P. ROBINSON
V. P. in charge of Programs

W L W
Cincinnati 2, Ohio

Style Sheet

(Continued from page 87)

sembly; Harrison County; Drake Publishing Company; Mesabi County Taxpayers League.

Figures

In the area of figures, there are many specific suggestions that will be found useful. Summarizing some of the fundamentals, one would emphasize that it is to the mutual advantage of both announcer and listener for the radio news editor to use figures much more sparingly than the newspaper reporter uses them. He should use only figures and statistics that are essential, and then he should put them in a form that will be easy for the announcer to read and for the listener to grasp understandingly.

Many figures, especially large ones, should be translated into round numbers whenever it is feasible. When simplifying numbers, it will be convenient to employ such generalizing terms as *about, more than,* and *almost.* Also, to avoid repetition and to make numerical information meaningful, the writer should be alert to translate trends or changes into such terminology as *doubled, cut in half, dropped 20%,* and *were only one-fifth what they were last week.*

Of the numerous other specific suggestions concerning figures, one of the most helpful is the use of a hyphenated combination of numerals and words to express large numbers *(17-million Chinese).*

In the final analysis, the most important point in the handling of numerals is good judgment. The radio news editor must use the best possible judgment in eliminating much statistical material; he must generalize and simplify intelligently; but, while striving for easy reading and easy listening, he must take care that highly important information is not omitted nor distorted.

Punctuation

Traditional rules of punctuation will be followed in most instances. However, in optional situations (not in violation of long-accepted rules) the writer may find it useful to punctuate freely. As aids to oral reading with intelligent interpretation of the content, dashes and rows of dots are often employed to good advantage.

THIS IS KCMO-AM-FM Kansas City, Mo.'s new Radio Center, located at 125 E. 31st St. The red brick building has 10,000 square feet of working area, 4,000 of which has been set aside for future TV operation. Largest AM studio is 12 by 24 by 36 feet. First floor also houses FM transmitter. Move into the new quarters was made during the July 13 flood. The station was on the air all night. Because of the flood, formal opening has been set for next month.

Direct Quotations

Direct quotations should be used much more sparingly than they are in some other forms of writing. Many direct quotations are not read very well aloud and they often tend to be confusing to the listener. Condensation and conversion of most direct quotations to brief indirect quotations will be advantageous in the majority of cases. The jarring words *quote* and *unquote* may easily be avoided; controversial or striking quoted material may be clearly identified for the listener's benefit with a variety of phrases, such as *as he put it* or *in what he called.*

It is far better radio style to give the source before the quotation rather than as a dangling after-thought.

It should go without saying that libelous allegations must be carefully deleted, and all opinion should be ear-marked clearly so that it does not sound as if the ideas being expressed are those of the announcer or of the station he represents.

Names and Titles

It has long been common practice in most radio newsrooms to avoid a story beginning with a person's name. The listener needs to be given time to adjust his ear to the story, making sure there will be no misunderstanding concerning the identity of the person. Unless a title is long and unwieldy, it is a good idea to have it precede the person's name.

A long list of names has no place on the average newscast.

If a person's first name is used, rather than his initials, the middle initial can usually be discarded.

Time Element

One of the most disputed points of radio news style is the use of the present tense. It is the writer's conviction that some radio people have gone overboard for the present tense, using it to excess and at times when it is most artificial. When a thing has clearly happened in the past and the action has terminated, it is obvious to all concerned that the event occurred in the past and the verbs should be chosen accordingly. An honest use of the past tense is to be preferred to artificial use of the present tense.

It is true, of course, that the alert radio newsman should ever be alert to the possibility of freshening the approach on a story, finding new angles, and avoiding emphasis on old time elements.

Simple words are best. Whenever there is a choice, the writer should choose the word that is easiest to read and easiest to understand. In addition to choosing simple words, the writer must think constantly in terms of sound. This means that he will avoid such things as alliteration, rhyming words, unpleasant sound sequences, and technical terms that are not absolutely essential.

While properly chosen connectives that give "flow" to the copy have much to commend them, there is great temptation to use such transitional words as *meantime* and *meanwhile* far more than they should be.

Although good radio writing sounds deceptively simple, it actually is a highly skilled form of expression. The simplicity and the clarity of well written radio copy are the marks of a competent craftsman.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Ludlow

LONGING FOR YOU

On Records: **Vic Damone—Mer. 5655; Teresa Brewer — Lon. 1086; Tommy Tucker — MGM 11021; Larry Clinton-Paulette Sisters—Broadway 1008; Les Baxter—Cap. 1731; Russ Morgan—Dec. 27703; George Cates—Coral 60546; Sammy Kaye—Col. 39449; Cathy Matice—Vic. 204219.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

A&V EXPANSION

Moves to New Quarte

PLANS for expansion of Audio Video Products Corp., New Yo coincident with a move into ne quarters at 730 Fifth Ave., we announced last week.

Details were made known is prospectus covering a proposed i issuance of $150,000 in a 6% te year convertible sinking fund d bentures and 90,000 shares of co mon stock, proceeds from whi will be used in the expansion pr gram.

The company, which also ow and operates Audio-Video Recor ing Co. and the new A-V Tape L braries Inc., will occupy 10,0 square feet of floor space at the 7 Fifth Ave. address, former WQXR New York studios. Remo eling of the space and constructi of five recording studios there a now in progress, and transfer the executive offices from 16 Broadway has been accomplish under the direction of Preside Charles E. Rynd.

The studios, each with floati ceilings and floating walls, are sla ed for completion in 30 or 45 da

In addition to more than 20 ta recorders, five disc recorders, a related equipment, the recordi company "is about to add fi equipment for television broadcas ing," the prospectus notes.

Within 60 days the recording su sidiary expects to have a spec tape duplicating equipment " take care of the growing dema for this service," the prospectus a serts.

Audio & Video products was form in 1948 as a sales agent for Amp Tape Recording machines. Princip officers are President Rynd, form Vice President in charge of ope tions; Vice President Percy Deutsch (president of the record company and A-V Tape Librari founder and former president World Broadcasting System; Sa Vice President Russell O. Hud former sales service manager a west coast recording manager f ABC; Engineering Vice Presid Oliver Summerlin, former chief r ording engineer in charge of reco ing department of Capitol Record and Vice President, Treasurer a Assistant Secretary Richard S. Ry former production control supervi for Ajax Flexible Coupling Co. a Sperry Gyroscope Co.

Advice to Educators

STORY on cooperation among broadcasters and educational stitutions, under the heading "Ed cators Advised — Cooperation Best," from the July 23 issue BROADCASTING ● TELECASTING w introduced in the Aug. 2 *Congr sional Record* by Sen. Ed C. Joh son (D-Col.). The chairman of Senate Interstate Commerce Co mittee said the news story discuss "what contribution television m make to educational processes most interestingly and pointedl

Radio Free Europe

(Continued from page 26)

ecutive of the Fred Waring organization and advertising executive for General Foods, set up the system.

Mr. Lang believed that exiles from Iron Curtain countries could sell freedom to their compatriots at home because only they knew the idiom and psychology of their countrymen.

He believed too that U. S. radio advertising techniques could be used to sell freedom. The problem was to combine U. S. radio know-how with the exiles' knowledge of their own people. What emerged was a system that Mr. Lang calls "mutual absorption."

Americans finance and administer RFE, give the exiles what they can in the way of general guidance; but the exiles write nearly all the programs, decide what goes on the air and (with the exception of some special features) do the actual broadcasting.

Last September, the Crusade for Freedom, under the leadership of Gen. Lucius Clay (who had made RIAS an effective voice against Communist propaganda in Germany) was launched. In seven weeks, the Crusade raised $1,317,000 from 16 million American citizens with which to build another RFE station.

Bullet-Like Accuracy

Evidences of the Munich station's effectiveness already have been mentioned. The transmitter beams its multi-kilowatt signal with bullet-like accuracy at its target, Czechoslovakia, saturating every city, town, village and farm area with its broadcasts. Out of a total population of 12 million, some 2.2 million Czechs and Slovaks own radio sets capable of receiving mediumwave broadcasts. There are approximately four listeners per set, meaning that Radio Free Europe's potential audience is 9 million in a country with a 12 million population.

Programs are beamed daily to Czechoslovakia 11½ hours a day; they include radio fare of every variety broadcast in direct competition with such propaganda factories as Radio Prague and Radio Bratislava.

Today, about 80% of the Czechoslovak programming originates in RFE's Munich studios. The staff is comprised of several hundred Czechs, Slovaks, Germans, Americans, and assorted anti-Communist Europeans. The remaining programs (all with no time element) are prepared by RFE's staff in New York's Empire State Bldg. Frankfort still shortwaves programs to Czechoslovakia to reach people without standard mediumwave receivers.

The Frankfort station (its output was recently increased to 10 kw, covers the other five Iron Curtain countries; programs are prepared in New York by a staff of "mutually absorbed" exiles and Americans. The exile-staff includes some of the most talented journalists, writers, performers, parliamentarians and propaganda experts from Bulgaria, Hungary, Poland, Rumania and Albania, as well as Czechoslovakia.

To finance the expansion of Radio Free Europe into network of aggressive freedom stations, the Crusade for Freedom will conduct another fund-raising campaign this September. Gen. Clay is still the leader of the Crusade, and Harold Stassen is chairman of the 1951 drive to enroll 25 million Americans and raise $3.5 million. Abbott Washburn, on leave from General Mills Inc. where he is manager of the department of public services, is executive vice chairman of the Crusade.

New Targets Revealed

RFE's next "saturation" targets are Hungary and Poland—two weaker links on the chain of the Kremlin's prisoner states. High-powered transmitters, with a vastly increased volume of programming along the lines of the Munich-Czechoslovak operation, are being blueprinted for these countries.

A portion of the funds raised by the Crusade will be used to establish a Radio Free Asia to fight Communist propaganda in the Far East. A Committee for a Free Asia (with headquarters in San Francisco) is completing plans for RFA broadcasting operations [BROADCASTING • TELECASTING, July 23].

Nate Crabtree of Minneapolis is supervising public relations activities including acting as RFE contact with American broadcasters. Alton Kastner is director of the Radio and Television Dept. Rita Whearty, formerly with McCann-Erickson, assists Mr. Kastner, and Tom Bennett, former production director for NBC and Fred Waring, is in charge of special programming.

JUDSON CHAPMAN

Greenville Exec. Dies

JUDSON WILLIAM CHAPMAN, 51, vice president of the Greenville News-Piedmont Co., which is licensee of WFBC Greenville, S. C., died of a heart attack in a Greenville hospital last Tuesday. He was executive editor of the *Greenville News* and *Piedmont*, which are published by the licensee company.

Mr. Chapman had served as a reporter for the Greenville papers while a student at Furman U. there. After service in World War I, he returned to the *News* but left shortly afterward to join the *St. Louis Post-Dispatch*. He returned to Greenville in 1924, serving as city and managing editor of the *News* until 1928, and then as editor of the *Piedmont* until 1948.

Ford's First

(Continued from page 27)

the freshness and vitality applied in dealing with characteristic social, economic or civic problems.

"In every part of the United States," Dr. Eisenhower explained, "people are bringing about amazing improvements in their conditions of life through teamwork at the local level. With the help of this program, we hope to encourage this sort of practical democracy by showing Americans everywhere what they can do to improve the way of life in their own communities."

Dr. Eisenhower said his committee was formed at the invitation of C. Scott Fletcher, president of the Fund for Adult Education. The fund, set up by the Ford Foundation in April, will operate the Television-Radio Workshop, which is under the general supervision of James Webb Young, consultant on mass communications to the foundation.

Members of the national committee headed by Dr. Eisenhower:

Dr. William Biddle, Earlham College, Richmond, Ind.; Thomas R. Carskadon, the 20-Century Fund, New York; Dr. Ben C. Cherrington, U. of Denver; Dr. Roy Colbert, U. of Wisconsin, Madison; Rabbi Morton Goldberg, B'nai Israel Synagogue, Toledo; President John Hannah, Michigan State College, East Lansing; President L. S. Ingram, West Georgia College, Carrollton; President Charles Johnson, Fisk U., Nashville; Dr. Jess Ogden and Mrs. Jess Ogden, U. of Virginia, Charlottesville; Professor Robert Polson, Cornell U., Ithaca, N. Y.; Professor Richard W. Poston, U. of Washington, Seattle; Dean F. C. Rosecrance, New York U.; Dr. Karl Tjerandsen, Kansas State College, Manhattan; and Paul H. Sheats, U. of California, Los Angeles.

In the meantime and before details of the inaugural project were announced, Edward L. Bernays, chairman of the public interest committee of the National Assn. of Educational Broadcasters, which has ardently advocated the reservation of TV channels for noncommercial educational stations, warned that the foundation's workshop plan should not be regarded as a cure-all for TV programming.

He said:

Since television can't get much worse, anything to improve it is a plus. However, any such workshop plan . . . should not be looked upon, as it well may be, as the 'medicine man' that will completely cure the present deplorable conditions. Nor should it be permitted to deflect public interest in or support of the proposed allocation by the FCC of channels for educational stations.

FLOOD FILM

WDAF Host to Hill Groups

HALF-HOUR documentary on Kansas City's big flood was shown to a Senate group last Thursday in the Senate Office Bldg. and again Friday before a House delegation by WDAF-AM-TV Kansas City.

The film was *The Story of the Flood*, which had been telecast nationally by CBS. Another but shorter film, called *The Aftermath*, depicting the clean-up after the flood devastation, followed. Randall Jessee and Charles Ford reported and photographed the flood for WDAF-TV. Mr. Jessee presented a commentary with the film for the Congressional groups.

upcoming

NARTB DISTRICT MEETING SCHEDULE

Dates	Dist.	Hotel	City
Aug.			
23-24	4	Roanoke	Roanoke, Va.
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Mark Hopkins	San Francisco
15-16	16	Site to be selected	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
5-6	1	Somerset	Boston
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh

* * *

Aug. 20: BMI Clinic, Harrisburg, Pa.
Aug. 20-23: AIEE Pacific General Meeting, Portland, Ore.
Aug. 21: BMI Clinic, Columbus, Ohio.
Aug. 22: BMI Clinic, Roanoke, Va.

BOB ATCHER PRESENTS
The Highest Rated Afternoon Participation Program Originating in Chicago!
(SEE INSIDE FRONT COVER)
WGN
CHICAGO 7
Clear Channel Home of the National Barn Dance

FCC Actions

(Continued from page 89)

Applications Cont.:

to change name of applicant to William M. Wren, H. E. Stout, F. N. Justice, B. L. Spence and James E. Spence d/b as Chatham Bcstg. Co.

License Renewal

Following stations request license renewal: KVOA Tucson, Ariz.; KXOB Stockton, Calif.; WATR Waterbury, Conn.; WWDC Washington, D. C.; WKLX Lexington, Ky.; WMCK McKeesport, Pa.; KVET Austin, Tex.; KDYL Salt Lake City, Utah; WGH Newport News, Va.; WHYU Newport News, Va.; WWON-FM Woonsocket, R. I.

APPLICATION DISMISSED

Streator, Ill.—DISMISSED application for CP new AM station by M. R. Paglee for 1250 kc 500 w D (contingent on WMAW denial being made final).

APPLICATION RETURNED

WARA Attleboro, Mass.—RETURNED application for license renewal.

August 9 Decisions . . .

BY THE COMMISSION EN BANC

Designated for Hearing

The Vacationland Bcstg. Co. and West Fla. Bcstg. Service, Fort Walton, Fla.—Designated for consolidated hearing in Washington on Sept. 25, applications both seeking same facilities for new station on 1260 kc 1 kw D.

Authorization Granted

Armando E. Santos, San Diego, Calif.—Authorized to transmit programs by wire from 1207 Rosecrans Blvd., San Diego, to station XEC TiJuana, Mexico. Planned programs are in Portuguese, originating with and directed to local Portuguese population.

BY THE SECRETARY

Following TV stations were granted increases in transmitter output power: WJZ-TV New York City (from 4.19 kw to 5 kw vis., with no change in aur. 2.5 kw); WOR-TV New York (from 2.04 kw to 5 kw vis.); KRLD-TV Dallas, Tex. (from vis. 2.76 kw to 5 kw, and aur. from 1.38 kw to 2.5 kw); KMTV Shenandoah, Iowa (from vis. 3.53 kw to 5 kw, aur. from 2.41 kw to 2.5 kw); WHAM-TV Rochester, N. Y. (from vis. 3.81 kw to 5 kw, aur. from 1.81 kw to 2.5 kw); WHEN Syracuse, N. Y., from vis. 2.78 kw to 5 kw, and aur. from 1.44 kw to 2.5 kw); WAVE-TV Louisville, Ky. (from vis. 1.37 kw to 5 kw, aur. from .68 kw to 2.5 kw); WGN-TV Chicago (from vis. 1.93 kw to 5 kw, and aur. from 1.26 kw to 2.5 kw); WPIX New York (from vis. 3.5 kw to 5 kw, and aur. from 2.03 kw to 2.5 kw); WSM-TV Nashville, Tenn. (from vis. 3.02 kw to 5 kw, and aur. from 1.51 kw to 2.5 kw).

August 9 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 34

South Bend, Ind.—CP new TV station requested by South Bend Tribune AMENDED to change from Ch. 13 (210-216 mc) ERP 27.7 kw vis. 13.8 kw aur. to UHF Ch. 34 (590-596 mc) 163.74 kw vis. 81.87 kw aur. and studio location to 225 Colfax Ave., South Bend etc.

License for CP

WIBA-FM Madison, Wis.—License for CP new FM station.

Transmitter Moved

KFBK-FM Sacramento, Calif.—CP new FM station AMENDED to change trans. cite from Mt. Vaca Rd., near Vacaville, Calif. to 7th & I Sts., Sacramento, specify ERP as 3.15 etc.

CP to Replace CP

KEPH (FM) Ephraim, Utah—CP to replace CP new non-commercial FM station which expired on 6-19-51.

License Renewal

Following stations request renewal of license: KSCB Liberal, Kan.; WFYC Alma, Mich.; KMMO Marshall, Mo.; WOSC Fulton, N. Y.; WKST New Castle, Pa.; WTND Orangeburg, S. C.; WTSP-FM St. Petersburg, Fla.; WSAV-FM Savannah, Ga.

APPLICATION DISMISSED

WWJ-TV Detroit, Mich.—DISMISSED application for mod. CP at request of attorney. Another application for power increase filed.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH AUGUST 9

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,289	2,255	135		289	125
FM Stations	652	540	122	1*	9	3
TV Stations	107	85	24		424	171

* On the air.

* * *

Docket Actions . . .

MEMORANDUM OPINION AND ORDER

WSB-TV Atlanta, Ga.—By memorandum opinion and order, granted assignment of license from Atlanta Newspapers Inc. to Broadcasting Inc. for $525,000 and denied petitions and requests of Board of Regents of Georgia U. on behalf of WGST Atlanta and WEAS Decatur, Ga. opposing transfer. For principals in transferee see FCC ROUNDUP, June 11. Transfer was necessitated by merger of Atlanta Journal Co., licensee of WSB-TV, and the Constitution Co., licensee of WCON-TV. Order and grant Aug. 8.

Commission ordered applications for renewal of license and transfer of control filed by Paramount Television Productions Inc., DuMont Labs Inc. and Balaban & Katz Corp. designated for consolidated hearing in Washington at a time to be determined later. (See story this issue.)

Non-Docket Actions . . .

AM GRANTS

Winslow, Ariz. — Gila Bcstg. Co. Granted 1010 kc, 1 kw-day, 500 w-night, directional; engineering conditions. Granted Aug. 8.

Ridgecrest, Calif.—Indian Wells Bcstg. Co. Granted 1240 kc, 250 w, fulltime; engineering conditions. Estimated construction cost $8,092.50. One-third partners are Benjamin L. Bell, electronics technician; Frederick Feincrest, electronics engineer, and Harold L. Arment, Gates Radio Co., sales engineer. Granted Aug. 8.

KTRM Beaumont, Tex.—Granted increase in daytime power from 1 kw to 5 kw, installation of new transmitter and other changes on 990 kc with 1 kw-night. Granted Aug. 8.

FM GRANT

Decatur, Ala.—North Alabama Bcstg. Co., Ch. 223 (92.5 mc), 7 kw, antenna 30 feet. Estimated cost $10,000; operating cost $2,000; revenue $2,000. Applicant is licensee of WHOS Decatur. Granted Aug. 8.

TRANSFER GRANTS

KFI-TV Los Angeles, Calif.—Granted assignment of license from Earle C. Anthony Inc. to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bcstg. System for $2,500,000. Granted Aug. 8.

KPDN Pampa, Tex.—Granted assignment of license from partnership d/b as Radio Station KPDN to Freedom Newspapers Inc. for $75,000. Principals in transferee are President R. C. Hoiles (13.16%), publisher; Vice President C. H. Hoiles (15.85%), also trustee for 10.47% and a former partner; Vice President Harry H. Hoiles (9.81%), also trustee for 2.98% and former partner; Mabel M. Hoiles (8.35%), also trustee for 19.41%; Jane Hoiles Hardie (11.64%), also trustee for 1.73%; Barbara C. Hoiles (2.10%) and Robert Hardie (1.52%), newspaper distributors. Granted Aug. 8.

KHIT Lampasas, Tex.—Granted assignment of license from partnership d/b as Lampasas Bcstg. Co. to Lampasas Bcstg. Corp. for $22,500, on condition that assignment not be consummated until assignor files annual financial report. One-fifth owners of assignee are President Lee H. Gripon, ⅓ owner Lampasas Feed & Elevator Co.; Vice President Ryan M. Howard, 1/7 owner Park-O-Tel Corp., and agricultural instructor; Secretary-Treasurer Kyle Smith, owner CPA firm; Dr. W. M. Brook, physician; Harold Bakke, present general manager of KHIT. Granted Aug. 8.

WCOR Lebanon, Tenn. — Granted transfer of control Lebanon Bcstg. Co. Inc., licensee, to Theodore F. Ezell Jr. and Michael Freeland through purchase of 55½% interest from Warren G. Gilpin and Roy E. Wood Jr. for $15,775. Mr. Ezell (44½%), is former business manager of KTOK Oklahoma City and has done auditing work for WCOR and other stations. Mr. Freeland (11%) has been commercial manager of WEKR Fayetteville, Tenn. Granted Aug. 8.

WKUL Cullman, Ala.—Granted assignment of license from The Cullman Bcstg. Co. to Hudson C. Millar Jr., formerly half-owner in assignor partnership. Mr. Millar purchases 50% interest of his brother, Alexander B. Millar, for $10,000. Granted Aug. 8.

KDKD Clinton, Mo.—Granted assignment of license from Clinton Bcstg. Co. to Clinton Bcstg. Co. Inc., a formality involving no actual change in ownership. Granted Aug. 2.

WTND Orangeburg, S. C.—Granted assignment of license from Sims Pub. Co. to WTND Inc., a new subsidiary which is owned by same stockholders. Granted Aug. 2.

WMRC-AM-FM Greenville, S. C. — Granted consent for Robert A. Jolley to relinquish control of Textile Bcstg. Co., licensee, through transfer of 260 shares, as a gift, to four members of his family. Mr. Jolley now owns 44.33%, formerly owned 50.11%. Granted July 31.

WZOB Fort Payne, Ala.—Granted assignment of license from a three-man partnership d/b as Fort Payne On The Air to Glenn M. Gravitt, former partner. No money involved. Other two wish to withdraw and invest no further in business. Granted Aug. 8.

KSIW Woodward, Okla.—Granted acquisition of control Woodward Bcstg. Co., licensee, by Leonora Woods Ryan and Edward A. Ryan, husband and wife, through purchase by her of 49.9% from Robert E. Davis for $5,600. Mr. Ryan also owns 49.9%. Granted Aug. 8.

WSNS (FM) Sanford, N. C.—Granted assignment of construction permit for FM station from Sanford Bcstg. Co. to Radio Sanford Inc. for 49% of its voting stock worth $9,800. Radio Sanford has also applied for a permit to build an AM station in Sanford on 1400 kc, 250 w, fulltime. (FCC ROUNDUP, June 25). FM assignment granted Aug. 8.

New Applications . . .

AM APPLICATIONS

Needles, Calif.—Needles Bcstg. Co., 1340 kc, 250 w, fulltime; estimated construction cost $4,605; first year operating cost $20,847; first year revenue $30,000. Equal partners are B. J. Fitzpatrick, former ¼ owner KTAK Gallup, N. M., and L. A. Newsome Jr., former program director KENO Las Vegas, Nev. Both partners are now attending Radio Operational Engineering School, Burbank, Calif., in order to obtain first class licenses. Filed Aug. 8.

Shelton, Wash.—James H. Lawson Jr. tr/as Mason County Bcstrs., 810 kc, 250 w, daytime; estimated cost $14,625: operating cost $30,000; revenue $36,000. Applicant is vice president and general manager KBKW Aberdeen, Wash. Filed Aug. 8.

TV APPLICATIONS

Bangor, Me.—Community Bcstg. Service, Ch. 5 (76-82 mc), 1.65 kw visual, .825 kw aural, antenna 450 feet; estimated cost $159,275.53; operating cost $60,000; revenue $50,000. Applicant is licensee of WABI Bangor. Filed Aug. 9.

Portland, Me. — Community Bcstg. Service, Ch. 6 (82-88 mc), 1.92 kw visual, .96 kw aural; estimated cost $156,-025.53; operating cost $75,000; revenue $60,000. Applicant is licensee of WABI Bangor and has applied for TV station there also. (See Bangor application above.) Filed Aug. 9.

Jacksonville, Fla.—City of Jacksonville, Ch. 12 (204-210 mc), 62.44 kw visual, 31.22 kw aural; estimated cost $372,746; operating cost $102,000; revenue $250,000. Applicant has construction permit for WJAX-TV on Ch. 2 and wishes to change it to Ch. 12. Applicant is licensee of WJAX-AM-FM Jacksonville. Filed Aug. 7.

TRANSFER REQUESTS

WLIO East Liverpool, Ohio—Transfer of control Pottery Bcstg. Co., licensee, from A. S. Sickman and J. Milton Hammond to Paul Bron Saliner through sale of 510 shares for $3,570. Mr. Sickman retains 19% interest. Mr. Saliner owns radio advertising agency in Chicago. Filed Aug. 8.

WTNT Tallahassee, Fla.—Acquisition of control Tallahassee Appliance Corp. by Frank W. Hazelton, present 33⅓% owner, through purchase of another 33⅓% from W. H. Wilson, Godfrey Smith and J. T. Smith Jr. for $15,000. Filed Aug. 8.

WIAC San Juan, P. R.—Assignment of license from Radio Station WIAC Inc. to El Mundo Bcstg. Corp., licensee of WKAQ San Juan, for $375,000. (Price includes $225,000 for building.) WKAQ will take over WIAC frequency of 580 kc, discontinuing present operation on 620 kc. (See story this issue.) Filed Aug. 8.

KINE Kingsville, Tex. — Assignment of license from Josephine Pate Kidd, executrix of estate of Jack Henry Kidd Jr., deceased, to Radio Station KINE Inc. for $3500. Principals are President James H. Clement (19%), assistant office manager King Ranch, Kingsville, Tex.; Vice President Ben A. Glusing (24%), attorney; Secretary A. L. Kleberg (19%), office manager King Ranch; Richard M. Kleberg Jr. (19%), secretary King Ranch; Robert C. Wells (19%), tax and land manager King Ranch. Filed Aug. 7.

WWPG-AM-FM Palm Beach, Fla.—Acquisition of control by Charles E. Davis, present ½ owner, through purchase of other ½ interest from Ajax Corp. for $75,000. Filed Aug. 3.

WJNO West Palm Beach, Fla.—Transfer of control WJNO Inc., licensee, by J. Stanley O'Neill, George H. Buck and Adrian C. Leiby through purchase of 51½% (or 71½%) for $102,666.66 (or $142,666.66) from John H. Hemingway, Marshall Hemingway, Stephen Willis and William Hylan. Amounts in parenthesis will hold if Mr. Hemingway desires to sell 20 additional shares. Mr. O'Neill is former owner of KTMC McAlester, Okla. Mr. Buck is president of Hackensack Water Co., Weehawken, N. J. Mr. Leiby is secretary of Hightstown Rug Co. Filed Aug. 3.

WCTW (FM) New Castle, Ind. — Transfer of control from Adaline B. Chambers to Adaline B. Chambers, individually, and Adaline B. Chambers and E. G. Scotten, as trustees. Action results from death of Walter S. Chambers, former trustee and husband of Adaline B. Chambers. Filed Aug. 3.

KENM Portales, N. M.—Involuntary transfer of control Plains Bcstg. Co. Inc., licensee, from W. E. Whitmore deceased, to Walter E. Whimore Jr., executor of estate. Mr. Whitmore Sr. owned 66.66%. Mr. Whitmore Jr. owns 1.2%. Filed Aug. 8.

KGFL Roswell, N. M.—Involuntary transfer of control from W. E. Whitmore, deceased, to Walter E. Whitmore Jr., executor. Mr. Whitmore Sr. owned 74.8%. Mr. Whitmore Jr. owns 5%. Filed Aug. 8.

KXGI Ft. Madison, Iowa—Assignment of license from Carson Radio Inc. to KXGI Inc., a formality following July 10 grant of transfer of all Carson Radio stock to KXGI Inc. Filed Aug. 7.

WACL Waycross, Ga. — Transfer of control Teletronics Inc. from Mrs. Virginia Price Bowen to James S. Rivers, present owner of 247 shares, through transfer of 4 shares, consideration consisting of release from obligations. Filed Aug. 7.

KWKW-AM-FM Pasadena, Calif. — Assignment of license from old partnership of Marshall S. Neal, Paul Buhlig, M. B. Buhlig, Edwin Earl and William J. Beaton, to new partnership without Mr. Beaton (who is retained as general manager). Mr. Beaton receives $6,330.96 for his 10% interest. Filed Aug. 9.

WIBC Indianapolis, Ind.—Acquisition of control WIBC Inc. by President Richard M. Fairbanks through stock reorganization plan which gives him control of 51% Class B voting stock. Filed Aug. 7.

NBC initiating mystery-drama series *Inspector Thorne*, Friday, 9-9:30 p.m.

Baseball

(Continued from page 29)

sions of the anti-trust laws.

Sen. Johnson also was one of about a dozen "candidates" — although he hasn't bid—reported last week in the lead for consideration as the new baseball commissioner.

The Senator, in defending the structure of baseball as an operating entity, was asked by Rep. William M. McCulloch (R-Ohio) whether the "impact of radio and TV on baseball and on business or commerce or interstate communications in general" should be studied by the committee.

Sen. Johnson said he thought baseball and radio-TV people should settle that question among themselves—"I think that they ought to sit across the table and work out the problem because they are both involved in it, and I do not know that legislation is required at the present time."

Baseball, he said, has had "a lot of help from radio." But in TV, the Senator continued, baseball is more in the experimental stage, as major league coverage on TV "undoubtedly hurts" minor leagues when the big league games are being shown in the area where minors are in play.

He was asked whether organized baseball would proceed to "severely limit radio and TV coverage" if the legislation were passed. Sen. Johnson said baseball can do this right now without violating the law. But, he admitted, that the legislation if enacted "would place television and radio in perhaps a worse position than they are at the present time, although their position at the present time is not so good."

Rep. Patrick J. Hillings (R-Calif.) brought up the possibility that the legislation if enacted "could have the possible effect of very seriously limiting the broadcasting or telecasting of all sport events . . . in the country," and "would have an effect of seriously limiting expansion of a new industry, television, and seriously limiting the amount of professional sports, people might be able to observe through this new medium."

Rep. Edwin E. Willis (D-La.) said it "would mean all sports would control their arrangements with radio and communications and would be in the saddle." Subcommittee Chairman Emanuel Celler (D-N. Y.) said professional sports could include auto racing, harness racing, trotting racing, dog shows, horse shows, wrestling, boxing, hockey, basketball, football.

The chairman commented that the subcommittee "should be very careful" in approaching the legislation as it appeared it "would enable all sorts of restrictive covenants."

On TV's effect on baseball attendance, Mr. Chandler said, "It is here to stay—we've got to live with it," and outlined three points, which he said, make up his conviction on the subject. They are:

(1) If a baseball park has "adequate parking facilities, no real fan who can get to a game will see it over television."

(2) Nobody can prove radio hurts baseball, but on TV he could not predict the future.

(3) You can't stop progress or the development of the medium.

Mr. Chandler said that when radio first began to broadcast games, ball clubs were "afraid," but attendance that followed "broke all records."

He defended his selling TV rights to the World Series for the next six years at $1 million a season, despite criticism which had been leveled at him. Mr. Chandler said that no one could say just what the rights were worth but that the agreement he signed means sure money for the clubs.

GRANDVIEW BID

In Hearing Sept. 19

A GRANDVIEW, MO., application for a new station on 1059 kc was designated for hearing Sept. 19 by the Commission last week. The application was filed by Waldo Haggberg Brazil. The hearing will attempt to determine possible interference with WHO Des Moines and will also examine the applicant's financial resources.

Mr. Brazil owns the Pathfinder School of Radio and the Bral Recording Co., both Kansas City. Grandview, a town of 596 persons, is 12 miles south of Kansas City whose metropolitan area has a total population of 634,093. He applied for 250 w daytime only on 1050 kc last Feb. 7.

WRNL Names Sierer

APPOINTMENT of Joseph H. Sierer to the position of general sales manager of WRNL Richmond, Va., was announced last week by Edward S. Whitlock, station manager. Mr. Sierer had been on the WRNL sales staff since October, 1945, and had been local sales manager since November, 1947. A Navy veteran, Mr. Sierer had served also at WTAR Norfolk, Va., and with NBC.

Mr. Sierer

WKAQ BUYS WIAC

Sale Price $375,000

LOCAL government and NARBA regulations were cited as being primarily responsible for the $375,000 sale of WIAC San Juan to WKAQ, also San Juan, requested in transfer papers filed with the Commission last week.

WIAC reports a desire to sell because the Puerto Rico Transport Authority ordered its tower moved to a site where it would not constitute a hazard to planes using the new San Juan International Airport. The application maintained that this "would entail substantial expenditures which the assignor would prefer not to undertake in view of all the present uncertainties and prospective developments in the broadcasting art."

WKAQ, on the other hand, wants to buy because it says the new NARBA treaty, if ratified, would force the station to abandon its present frequency of 620 kc and accept "a less favorable assignment on 810 kc," and the present antenna would have to be revised and moved at considerable expense.

If the requested purchase is approved, WKAQ will take over WIAC's assignment on 580 kc, using WKAQ's present towers. The application claimed this would resolve the conflict between WIAC and the new airport and would "permit WKAQ to continue service to substantially its present service area . . . after NARBA has become effective."

The request concluded that the sale would eliminate "the necessity for rebuilding both stations."

El Mundo Broadcasting Corp., licensee of WKAQ, would get WIAC's building along with its equipment and license. The building accounts for $225,000 of the $375,000 purchase price.

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Timed for peak Fall buying, the '51 Marketbook gives you Spot Ratefinder, newest rate information, population shifts, county-by-county breakdowns, state statistics, TV circulation, foreign language stations — plus brand new state and regional maps especially drawn for this edition.

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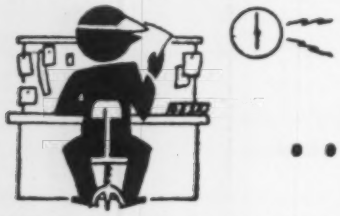

...at deadline

RADIO, TV TO FACE HOUSE BASEBALL QUIZ

RADIO and television industry spokesmen will be questioned by House baseball investigators this fall, Rep. Emanuel Celler (D-N. Y.) said Friday.

Rep. A. S. Herlong Jr. (D-Fla.), ex-president of Class D Florida State League, told Rep. Celler's House Monopoly Subcommittee that broadcasts of big league games have seriously hurt minor league attendance. Rep. Herlong is among those who have introduced bills to exempt organized professional baseball from anti-trust laws, also would give baseball right to limit game broadcasts.

Rep. William M. McCulloch (R-Ohio) countered by saying curtailment of baseball broadcasts might be death of many radio stations.

Prickly legal question arises, commented Rep. J. Frank Wilson (D-Texas), when property right of local ball clubs collides with public right to listen to games. That is why Congress wants to hear broadcasters side.

JONES' DUTIES OUTLINED

MERLE S. JONES will be CBS Television Div. vice president in charge of general services as well as CBS-owned TV stations. For short time he will "commute" between New York and Los Angeles, where he's terminating his duties as general manager of CBS-owned KNX and KTSL (TV) and Columbia Pacific Network, CBS-TV spokesman said Friday.

ME., IND. APPLICATIONS

COMMUNITY Broadcasting Service has applied for Channel 5 in Bangor and Channel 6 in Portland, both Maine. Applicant operates 5 kw WABI Bangor on 910 kc. General manager is Murray Carpenter. Ex-Gov. Horace Hildreth is joint owner with Mr. Carpenter of company. TV stations are expected to cost more than $150,000 each.

Bid for UHF TV Channel 59 at Lafayette, Ind., filed with FCC Friday by WFAM Inc., licensee of WASK (AM) and WFAM (FM) there. Seeks effective radiated power 18.24 kw visual, 9.12 kw aural, antenna 364 ft. Estimated cost $158,000. First year operating expenses estimated at $75,000; first year revenue $75,000.

THREE NAMED BY CBS

WILLIAM DOZIER, movie producer and ex-assistant to Samuel Goldwyn, to join CBS Television Network program executive staff Oct. 1 in general creative capacity with specific responsibility for story department and development of new talent, Hubbell Robinson Jr., division vice president and director of network programs, announced Friday. Mr. Dozier will have headquarters in New York. E. Carlton Winckler, ex-production manager and program director for ABC-TV Hollywood, named general manager of CBS-Television program department and Lorin S. Myers, of NBC-TV television network's sales promotion division, appointed market research counsel for CBS Television.

HIGHER TV POWER SEEN AS SALES STIMULUS

TV RETAILERS in cities where stations have put higher powers into effect began to take heart last week as reports of extended coverage and better reception filtered into TV stations. They saw in improved reception added fillip to lagging set sales.

That there's some foundation for their belief may be seen in comments received by WOR-TV New York, week following its Aug. 3 boost in ERP from 9 to 22 kw: "Picture came in here perfect. This will be good news for all TV fans in this locality," Norwalk, Conn. "Channel 9 was simply wonderful last night," Poughkeepsie, N. Y. TV power boosts "makes hundreds of thousands of new prospects for TV sets," said J. R. Poppele, vice president and chief engineer of the Macy-owned station.

CBS ACCOUNTS RENEW

GENERAL FOODS (Log Cabin syrup) sponsoring through Benton & Bowles, New York, newscast 9:25-9:30 p.m. Saturday, over CBS Radio Network Sept. 22. Food company also renewing Saturday programs, *Hopalong Cassidy*, 8:30-9 p.m., and *Gangbusters*, 9-9:25 p.m., over CBS Radio Network through Young & Rubicam, New York, and for its Calumet baking powder is purchasing hillbilly variety show featuring Grady Cole, Mon., Wed., Fri., 2-2:15 p.m. on regional CBS Radio Network through Foote, Cone & Belding, New York.

NAM BUYS TV SEGMENTS

NATIONAL ASSN. of Manufacturers placing TV time orders in each of 63 TV markets for quarter-hour film entitled *The Story of 'Kip' Van Winkle* to be telecast one time between Aug. 15 and 31. Film was produced by NBC-Television news department under supervision of NAM's radio and TV department. Benton & Bowles, New York, is agency. Telecast time is being used as adjunct to association's current campaign for "sound dollar."

BAB GETTING MEMBERS

SPURT in BAB membership signings reported in statement being released today (Monday) by President William B. Ryan, who said BAB has averaged more than two new members per day for last 10 days. He said response to distribution of brochure outlining BAB's aims (story page 48) has been "instantaneous" and that "tremendous upsurge in BAB memberships that we predicted a short time ago is now in full swing."

SUNDIAL BUYS ABC-TV SPOT

SUNDIAL SHOE Co., Manchester, N. H. (Division of International Shoe Corp.), sponsoring second 15-minute segment of *Foodini the Great*, Saturday, 11-11:30 a.m., for 39 weeks on 22 ABC-TV stations, beginning Aug. 25. Agency is Hoag & Provandie, Boston. Bromo-Seltzer reportedly planning sponsorship of first quarter-hour.

Closed Circuit

(Continued from page 4)

may shortly issue blast against campaign of educator-politicians to grab TV assignments. Argument may be that schools have not yet scratched surface of audio-visual aids to instruction which involve expenditure of peanut dough in contrast to costs for installation and operation of TV outlets.

D-CON Co., Chicago, to spend quarter-million for 13-week campaign featuring all six products of exterminating company. ABC, CBS and Mutual bidding for business. Agency is Marfree Adv., Chicago.

SIGNIFICANT is appointment of Julian Blaustein to new post of executive producer of 20th Century-Fox. Comparative newcomer, his specialty is low-budget movies particularly suited for television.

REPORT of select House committee probing handling of veterans' educational and training program, due later this month, expected to charge Veterans Administration with "maladministration." Most flagrant example, committee members feel and are expected to cite, is VA's reversal of its own policy in reclassifying radio broadcasting schooling, placing it under same category as dancing and bartending [BROADCASTING • TELECASTING, Aug. 6]. Legislation to correct alleged abuses may be forthcoming.

FOOTE, CONE & BELDING, Chicago, readying multi-million dollar national campaign for Toni Co's. new home permanent wave, Prom. Product will be advertised in direct competition with Toni home permanent, similar to competitive system of Procter & Gamble. Network radio and TV considered.

ARMOUR DROPS GARROWAY

ARMOUR & Co., Chicago, dropping *Garroway-at-Large* show on NBC-TV because of continuing network problem of station clearance. Sponsor reportedly wanted 50 stations, with NBC able to deliver only four because of popular Wednesday night fights. Company which also sponsors Garroway on NBC daytime radio strip, reportedly considering switch of evening video show to daytime TV. Agency is Foote, Cone & Belding, Chicago.

HOCHHAUSER TO APS

APPOINTMENT of Ed Hochhauser, member of field staff since last January, as sales manager of Associated Program Service, announced Friday by Maurice B. Mitchell, vice president and general manager. He succeeds Bert Lown, who has resigned and will shortly announce plans. Mr. Hochhauser formerly was general manager of Transcription Sales Inc.

CONTEMPT CITATIONS

CONTEMPT of Congress citations were voted Friday by Senate against two crime committee witnesses who refused to testify for TV, radio and newsreels. Action sent cases to U. S. Attorney for District of Columbia. Vote confirmed action taken last April. Cited were Louis Rothkopf and Morris Kleinman.

WNAT TO BE ABC'S 295TH

WNAT Natchez, Miss., 250 w station owned by Old South Broadcasting Co., Natchez, to become 295th ABC affiliate Aug. 15. Station is also affiliate of Liberty Broadcasting System.

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